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THE GROCER'S WINDOW BOOK

By Ed. H. Philippi



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**THE GROCER'S WINDOW
BOOK**

THE GROCER'S WINDOW BOOK

A compilation of practical plans for displays in the grocer's window. The series is complete, providing for the various lines of products and the arrangement of attractive displays adapted to each. Special feature displays according to seasons and suggestions for the observance in the window of the important days of the year are arranged in proper sequence.

The construction of the store front, the lighting of the window, the preparation of show cards and other features contributing to the important matter of advertising the store's merchandise in the window, are described.



By Ed. H. Philippi
Editor and Manager, The Modern Grocer
Chicago

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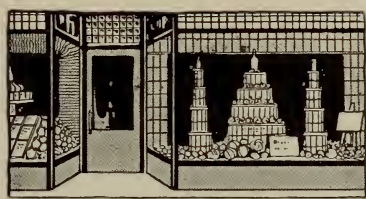
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TO THE RETAIL GROCERS OF THE UNITED STATES

The plans presented and described in this book are intended for adoption in the windows of those grocers who appreciate and acknowledge the advertising value of a strong, clean and dignified window display. There has never been published a book on grocery store windows worthy the name. In dedicating this book to the retail grocers of the United States, the author offers such suggestions and ideas as the grocer or his clerk can secure from the plans presented on its pages, with the hope that the actual work of preparing his window displays, to produce the maximum in sales, may be made less, and the benefits resulting therefrom, greater.



The Window Book—Its Purpose

The GROCER'S WINDOW BOOK is intended to fill that long felt want which has been voiced at some time by almost every grocer in the United States.

This demand has been echoed by editors of many trade papers and authors of window trimming books treating lines other than groceries. There has been written and published considerable information for the benefit of the window trimmer in those other lines, but the grocery field has, in this respect, been badly neglected.

The sales value of an attractive window display of foods is conceded. A strong appeal made by the grocery window is more direct and turns the desire to have into the state of having, between which stages the actual sale has been consummated, quicker than does any other line of goods displayed in a window.

Therefore, adequate displays in the grocery window have come to be recognized as not only an indispensable part of the proper conduct of the grocery store, but without question the most important method of advertising to promote sales.

The plans and descriptions in this book have been prepared to conform with those limitations which naturally exist in the grocery business, and especially in the many smaller stores. They are intended as suggestions and not iron-clad rules. The man who trims the window should vary the plans as he feels will improve them. If a considerable expenditure of time, money, or even space is required, displays will be dispensed with in many stores, and the retention of a window trimmer's services is in the majority of cases out of the question.

For that reason the GROCER'S WINDOW BOOK will meet with immediate acceptance by those hundreds of retail grocers who realize all too well that good windows sell goods.

It is taken for granted that such precautions as will eliminate an untidy window floor, or dingy window glass, make impossible the showing of a special feature past its time, such as Christmas bells displayed in February, and the overcrowding of the display itself, are recognized as among the important fundamentals.

The subject of the store's front as it relates to adequate window display space is discussed. The most effective method of lighting the window, the preparation of window cards, and other features are provided for. In several instances some representative windows are reproduced.

The proper trimming of the grocery window is to-day an all important essential. Any additional information on this subject will be given upon request.

THE AUTHOR.

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PART ONE

Store Fronts as Applied to Display Windows

Some Suggestions on the Construction of a Modern Front for the Store and How This Feature Affects the Proper Presentation of Displays Made in the Show Window. A Few of the Essential Points in Show Window Efficiency Emphasizing its Importance as an Advertising Medium.

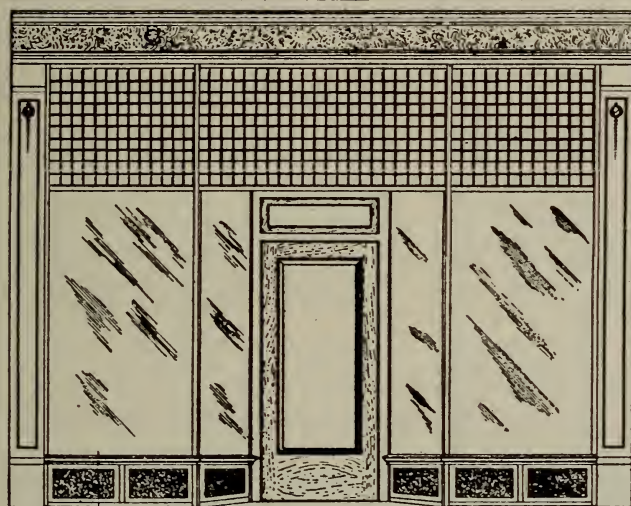
When retailing began, the art of display began and up through its various stages probably no part of retailing has undergone such radical improvement as the art of display. It is useless to try to get by the fact that every purchase each one of us makes, no matter what it may be, follows naturally that first step of attraction.

The store front of to-day possesses the very same function it possessed in its conception—to show and sell merchandise. The degree of its success is always dependable upon these elements: its fitness to the business with which it is associated, its general attractiveness and its efficiency. By "fitness to the business with which it is associated" is meant that a store front to be

successful must be designed so that the merchant is enabled to exhibit practically every line every day.

The primary function of a store front is to show and sell merchandise. Put an article in the window on display and its chance for quick sale is increased. Then it is safe to say that if four articles are displayed in the windows the sales on these four articles will increase. A store front that will make possible the most comprehensive and attractive display every minute of the day is one of the fundamentals in window trimming.

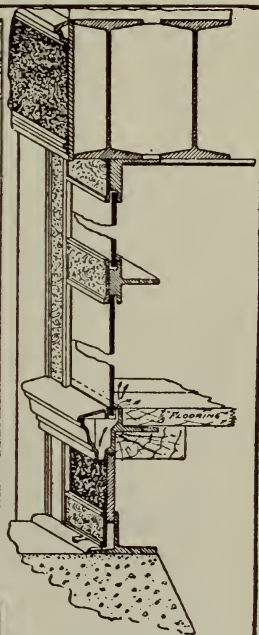
A design of store front that has been adopted by a good many grocers with much success is one that can be installed in a



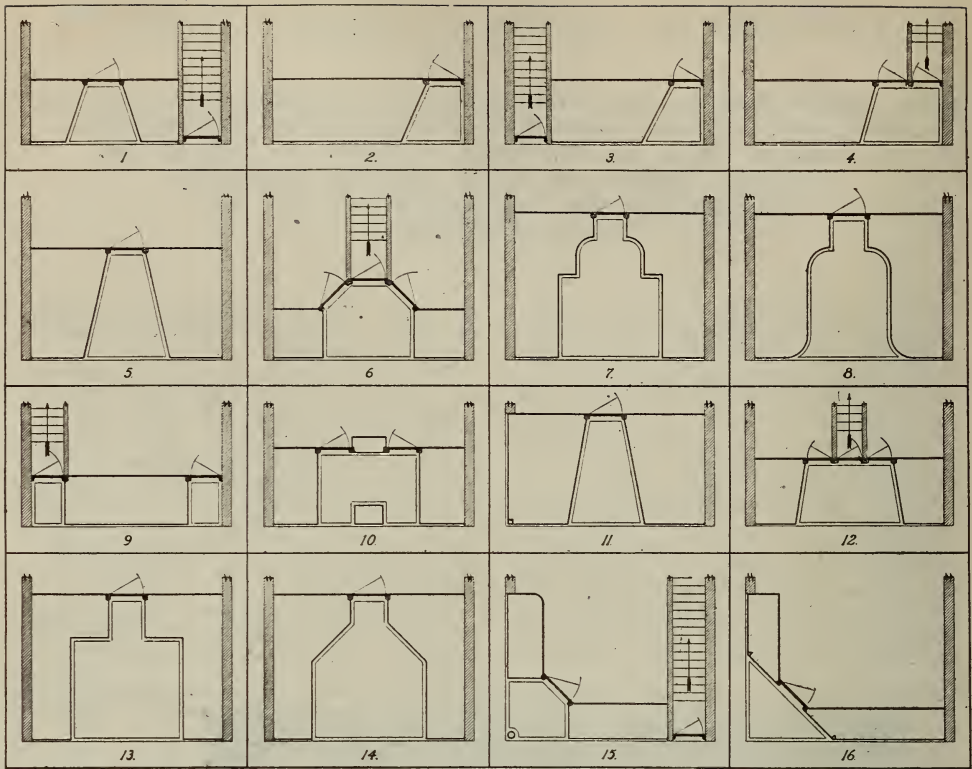
ELEVATION



PLAN



SECTION A.



A Variety of Store Front Plans Showing Different Methods of Providing for Vestibule, Window Space and Entrance to Upper Floor

building all the way from 20 feet to 30 feet in width. There is one point it is well to bear in mind, and that is in the desire to increase actual show window space, don't sacrifice vestibule space. No matter how many hundreds of people become interested in the store's window displays and even stop to study them, they will not enter the store if crowding and jostling become necessary.

Large rentals are paid by stores to become centrally located—to become so located that the maximum number of people pass the store's windows. To be able to show the greatest number of people what they have for sale, through their store front, large rentals are paid. Some merchants even go so far as to state that two-thirds of their rental is for show window purposes.

That the installation of modern store fronts is justified only in the largest cities and that the small town stores cannot afford to adopt modern and attractive store fronts is of course a fallacy long since exploded.

There are to-day thousands and thousands of examples to disprove that thought.

When a new store front is planned it is well to make a thorough investigation—to be unquestionably sure that the front adopted is the proper one.

Make a study of some modern fronts to find new ideas, and when a good point is

found and one that is successful, put it down on paper. It is not necessary to be a practical mechanical draftsman in order to lay out a modern store front because a successful front is built around the requirements of the business with which it is associated. The only reason a new store front is justified is its ability to increase your business because of its provision for attracting more trade.

When a new front is to be installed don't leave all the details to a carpenter. No matter how much experience he has had in building he is not competent to design the store front to fit the business simply because his experience has not been in that channel.

First figure out what the business needs, then call in a carpenter to help work it out structurally. Most any carpenter can build a front that will keep out the rain and cold—most any of them can build a partition—but it takes a merchant or a store front specialist to design a front that will fit the business—one that will modernize it and increase the sales of the store.

The plans shown give an adequate idea as to the many different types that can be installed to produce the desired results.

In the first cut the front elevation of a popular style of store front is shown. It is of simple design and presents altogether

(Continued on page 21)

To Combat the Frosting of the Window Glass

Several Plans of Ventilating Window for Preventing the Freezing of Moisture on Inside of Glass which Results from Contact of Warm Air with Cold Glass in Severe Weather. Liquid Applications of Little Real Value.

When the frost is on the window your big advertising medium is out of circulation. Cold weather is no excuse for lack of effort at window trimming and frosted windows cause the passer-by to pass faster.

An "open" window in a row of frosted ones will be the oasis in the desert and will attract that passer-by. A frosted window glass is worse than having no show window at all. It is a silent witness that the store is not as progressive as it might be. A bright, cheery show window in the coldest weather is all the more inviting because of the contrast between the window and the weather.

Frost on show windows occurs because of condensation, which is caused, of course, by the difference in temperature in front and on the back of the plate-glass. If the air in the window is warmer than outside, the moisture therein condenses when it strikes the cold glass and in extremely cold weather turns to frost.

For this reason it is necessary to have some arrangement whereby the temperature on both sides of the glass is practically equal.

SOME PREVENTATIVES AGAINST FROSTING

Several remedies have been found successful to prevent frost-covered windows. Some of them are only good for slight cases of frosting. Where these simple remedies do not work, it will be necessary to ventilate the window, and in some cases to reconstruct the window entirely and have it built along scientific lines.

The methods to be described are not difficult to prepare nor do they cost very much. Figure A shows the floor of the

window, with a hole cut in it and another cut in the outside baseboard. The two are connected by a common stovepipe elbow and the two holes should be covered with heavy fine mesh netting, in order to keep out as much of the street litter as possible.

For a six foot window there should be at least two such openings and three would be better. On the floor of the window there should be placed a deflector that will send the incoming cold air up against the window, and will also protect the wire netting and prevent its being easily broken.

This metal cover should be closed on the two sides and made to flare towards the glass so as to throw the cold air towards it. Figure B shows the top of the window sash with holes drilled to allow the air from the openings underneath to escape. It is necessary that there be plenty of these holes in the top of the window, as constant circulation of this cold air is the essence of the plan.

Figure C shows a metal hood attached outside of the top window sash, so as to prevent snow or rain from entering the window.

There are several ways of ventilating windows of old pattern. First, the floor and background must be made thoroughly air-tight, and then the ventilation arranged by means of any of the following plans which adapt themselves to the construction of any particular window.

One method is to bore holes through the window molding in which the glass rests, about one inch in diameter; also bore corresponding holes in the upper sash of the window, these holes to be six to twelve

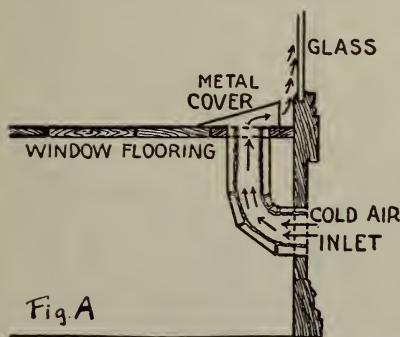


Fig A

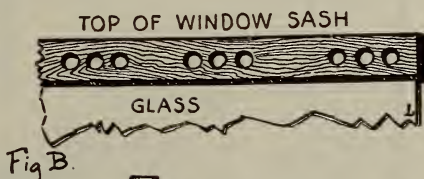


Fig B

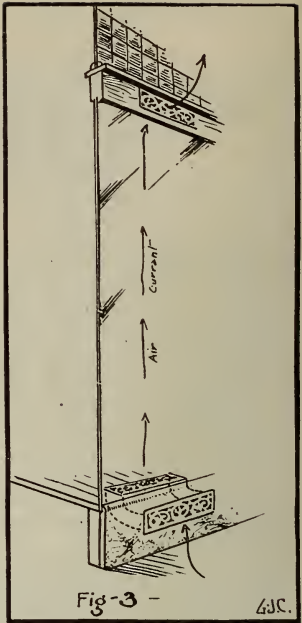
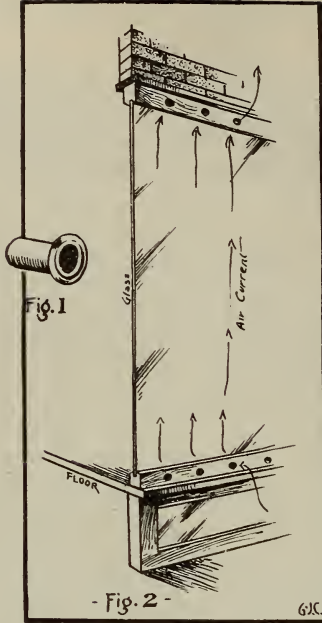


Fig C

inches apart. There is a metal tube with screened ends that can be procured to fit into these holes, as in Fig. 1. Fig. 2 suggests how these holes can be bored on the lower and upper sash of the window.

If the glass is so set that there is no wooden sash to bore through, it will be necessary to overcome this by installing air ducts from the base of the window up through the floor. Fig. 3 shows an opening made in the front of the window base or bulkhead and a corresponding opening made in the window floor. These two openings can be connected with tin pipe. In the top of the window is an opening of the same size.

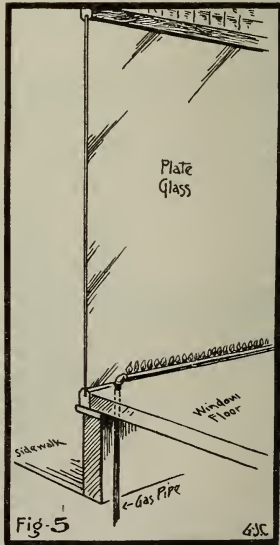
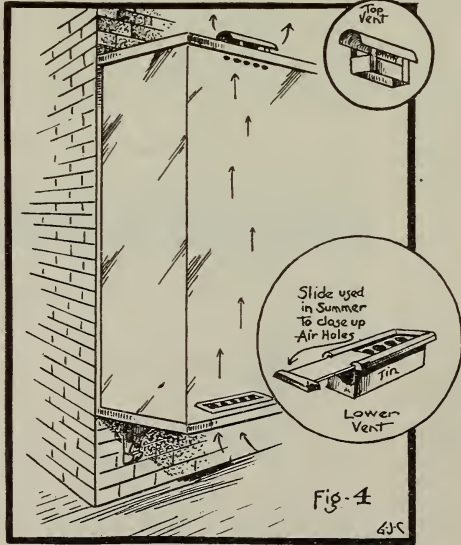
There are still some show windows built in what might be termed "bay-window style," protruding out over the sidewalk. Fig. 4 shows how it is possible to ventilate this type of window. All that is necessary is to bore holes through the floor which overhangs the sidewalk, with corresponding holes in the ceiling of the window. This provides for the ventilation. It will be necessary, however, to put a small tin cover over the holes in the roof, so that rain will not get into the window through the holes. In the upper corner of the drawing is shown a practical method of protecting these top openings.



In a detailed drawing, in the lower part of Fig. 4, is illustrated one method of arranging for a slide that will close up the openings in the base of the window. This is particularly desirable in summer, when ventilation is not needed, and when dust is likely to get into the window.

CLOSED BACK PRACTICALLY A NECESSITY

Where the back of a window is not enclosed it is practically impossible to use a ventilating system to prevent window frosting. About the only thing that can



be done in a window of this kind is to get enough heat next to the glass so that it is too warm for the frost to accumulate. Electric heaters or oil heaters are sometimes used. Another method of heating the air adjoining the inside of glass is depicted in Fig. 5, where a gas pipe is run along the lower edge of the glass, the upper surface of the pipe pierced with tiny holes about one inch apart.

When the gas is turned on and a match applied to these openings, a series of small gas jets throw an even amount of heat up over the entire surface of the glass.

None of these methods are very sightly, and there is always the additional danger of fire, or damage to goods by the heat.

PREPARATIONS APPLIED TO GLASS OF SOME HELP

Some success has been had in slight cases of glass frosting by applying various preparations to the surface of the inside of the glass.

This plan at best is but a makeshift, however. In many cases frost will not accumulate on glass that has been rubbed with a rag

saturated with alcohol. This alcohol operation will have to be repeated in very cold weather several times a day. Instead of using plain alcohol, some stores use glycerine and water, while others use ammonia and salt water, or alcohol and water.

Another formula is the following: A thin layer of paste made of water, glycerine, white candy and sugar, in equal parts, with a small quantity of coumarin (which is a camphor derived from the tonka bean) spread over the glass, will not affect its transparency and prevents the precipitation of moisture and frost in many cases.

Where windows do not frost over very badly it is possible to keep the glass clear by throwing a strong current of air over the inside surface by means of an electric fan, although this may be called an expensive method. Screen the fan with merchandise or show card, so it cannot be seen. The current of air from the fan should strike the glass from one side and sweep over the entire surface, thus creating a circulation of air over as much of the glass surface as possible. For extremely large windows it is often necessary to use two fans.

Store Fronts as Applied to Display Windows

(Continued from page 18)

of cast-iron parts and glass. The construction aims at the presentation of the store's front, hiding nothing from the view of the passer-by.

At the top and across the entire front of the store is a wide metal cross beam supported at each side of the building by cast-iron columns. The prisms immediately below this beam are set in narrow metal strips, which applies as well to the plate-glass windows. The section below the windows are likewise of this same construction and the cast-iron vestibule arrangement is shown in the plan at the bottom of this group.

At the right is shown a cross section of the store construction of the store front, so enlarged as to give in detail the metal parts which support firstly the wall of the building above the store front, the several sections of metal holding the glass and then the ventilating feature, which makes possible a clear glass show window during cold weather.

A careful examination of this portion of the drawing will reveal the vents or openings designed to ventilate the window and so make possible a clear view of the contents of the show windows. The draining is accomplished by means of these openings, as all condensation from the windows falls directly through these openings, dispensing with the use of a gutter.

Another of the important features of this construction is the possibility of setting of all glass from the outside, making unnecessary the ripping out of the entire contents or inside fixtures of the window when a pane of glass is to be set.

The other cut shows a variety of floor plans providing for the layout of vestibule window and stairway entrance to upper floors.

"Increased sales" is the one big business excuse for the installation of a new store front.

The Efficient Lighting of Display Windows

Eliminating the Glare on the Eyes of Those Attracted to Your Windows; Uniform Distribution of Light Over Entire Display; Securing Best Results for Different Types of Windows; Essential Points in Creating a Powerful Advertising Value for the Store's Window Displays.

With the realization that the display in your window can make or lose business for you must come the acknowledgment of that window's value as an after closing hour attraction for the passer-by. Therefore the proper lighting of that window is an all-important subject.

The window display should be brightly illuminated, but lamps should be so placed as not to be seen from the sidewalk. The delicate organs of the eye are affected by bright light sources as the seeing power of the eye is greatly lessened. The effect of such a glare is not unlike the blinding sensation occasioned by looking into the sun. This is now a well recognized principle and cannot be too strongly emphasized. The light should be so reflected as to protect the eye of the person looking at the display in the window; all of the light should be thrown down on the display, and for economical results no light should be wasted on the ceiling of the window or sidewalk.

display and produce artistic effects that cannot be obtained without artificial light. With the right equipment it is possible to secure in the average show window the unusual and beautiful lighting effects that are produced upon the stage.

When these lighting effects are added to or made a part of the display, a show window attains its greatest power to attract attention. Here is the result of a test made in one store window:

By actual count, extending over four nights, a certain show window attracted the attention of 12 per cent of the passers-by. Then the lighting equipment was changed, and light was used in a decorative way as a part of the display.

The window then attracted the attention of 72 per cent of the passers-by, showing an increase in value of 500 per cent due to the attractive power of light. The difference in the cost of current was only two cents an hour.

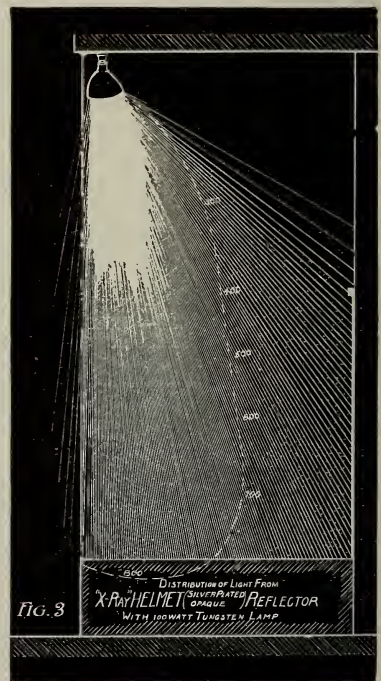
UNIFORM DISTRIBUTION OF LIGHT ESSENTIAL

A uniform light with the proper shadows to give strength to the display gives the desired effect. If one corner of the window is in semi-darkness the whole window looks untidy.

In this connection the matter of reflective properties of various shades of goods displayed in the window is an interesting subject. It has been found that dark blue reflects $6\frac{1}{2}$ per cent of the light falling upon it; dark green, about 10 per cent; pale red, more than 16 per cent; dark yellow, 20 per cent; pale blue, 30 per cent; pale yellow, 40 per cent; pale green, $46\frac{1}{2}$ per cent; pale orange, nearly 55 per cent, and white 70 per cent.

A window finished in light oak can be lighted with much less wattage than a window finished in dark mahogany; likewise, a window in which white goods are displayed.

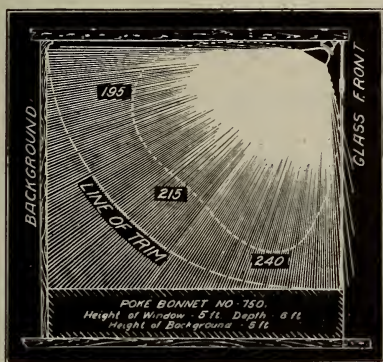
During the day there is a rather low intensity of light in the corners and rear of show windows, and there is usually more or less glare on the glass that prevents a clear view of the entire display. At night, artificial light can be arranged to give an even illumination over the entire window, and a correct blending of lights and shadows will emphasize the principal feature of the



BIG ADVERTISING VALUE OF WINDOW AT NIGHT RECOGNIZED

That a show window is given its maximum advertising and selling values through the use of artificial light will be recognized as a truthful statement. It is fortunate that show windows are most attractive at night, because then the people on the street are less hurried and in a receptive mood.

An eastern merchant wanted to test the attractive power of light. He removed all the goods from his show windows. Then he covered the ceiling of each window with one hundred watt tungsten lamps equipped with focusing reflectors. That evening he placed men behind screens to count the number of people who stopped to look at the windows.



By actual count no one passed the windows without looking at them, wondering at the intensity of the light.

That light alone will attract attention on one of the most brightly lighted streets in the country, and that brilliant illumination will increase the attractiveness of show window displays, was proven conclusively by that experiment.

DIFFERENT TYPES OF REFLECTORS AND THEIR USES

One line of reflectors designed to control light rays and throw them all on the display so that no light is wasted on ceiling or sidewalk has been used with great success by many merchants. The reflectors are corrugated, eliminating all streaks, and deliver a uniform flood of bright white light. They are of glass silver plated, and being opaque hide the lamps. They are made in five types (see illustrations): (1) to be used in nearly square windows; (2) for the same windows if they have a polished, low or no background at all; (3) for high shallow

windows; (4) for low deep windows, and (5) for very small windows, show cases, picture lighting, etc.

To get a uniformly lighted window, it is necessary to choose a reflector which is scientifically designed to distribute the light from the electric lamp in such a manner that it will just "fill" the window, making the light uniform in intensity at top and bottom without undue waste of light on the ceiling or sidewalk.

No. 1

For Square Windows



No. 2

For Window with Lower No Background



No. 3

For the High Shallow Window



With electricity so cheap and continually getting cheaper, and the possibility of obtaining the advice of experts free, and scientifically designed reflectors which will give perfect lighting, efficient show window lighting can easily be made a mighty profitable investment.

Show Card Writing in the Grocery Store

Four Lessons Describing the Necessary Materials for Good Results in Show Card Writing. How to Produce the Pen Stroke Letter, the Roman Stroke, and the Fast Pen or Brush Letter.

LESSON ONE—THE NECESSARY MATERIALS

It is not the intention in the few lessons that follow to give a complete course in practical study of show card writing. The thought behind these lessons is that they may be useful to the grocer in doing the necessary show card writing for grocery stores, where a great number of cards in black and white work, or staple, easily read alphabets are in demand, and therefore just three of the easy rapid single stroke show card alphabets are explained here.

Before taking up the details of the making of these different alphabets, a few remarks in regard to tools and materials required for doing rapid show card lettering are in order.

First, it is necessary to have a set of red sable chisel edge brushes, in sizes No. 6, making a stroke $\frac{1}{8}$ inch wide, No. 8, $\frac{3}{16}$ inch wide, No. 10, $\frac{1}{4}$ inch wide, No. 12, $\frac{5}{16}$ inch wide. These should always be taken care of at the close of the work, by dipping in water and drawing all ink from the bristles, cleaning thoroughly, and flattening to the chisel shape, then left to dry in this position. Do not carry these brushes in the pocket or in an envelope or receptacle

where the bristles touch a surface to cause them to twist out of shape. Otherwise the brushes will be of little practical use for any length of time, and it will be impossible to do good work with them.

Prepared show card inks are to be had in any color from one ounce to one quart bottles. Because of the perfect preparation of these inks it is suggested they be used instead of oils or opaque paint for this work.

A suitable card for grocery show cards is a plain white six ply bristol board, coated one side, which comes in standard dimensions of 22 x 28 inches, and this can be cut in the standard sizes $\frac{1}{2}$, $\frac{1}{4}$, and $\frac{1}{8}$ sheets. The best pens for rapid show card work to be had at a nominal cost are known as Soennecken pens, and range in size from No. 1 to No. 6. No. 1 makes a stroke $\frac{3}{16}$ of an inch wide.

LESSON TWO—THE PEN STROKE LETTER

The subject under discussion in regard to show card writing for grocers for this lesson will be the Roman pen stroke letter. This letter is very useful in card writing and has become quite popular because it can be made

Roman Pen Stroke letter

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z & \$ % A B C D E F G H I J K
L M N O P Q R S T U V W X Y Z & . ? ~ () -
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x
y z a b c d e f g h i j k l m n o p q r s t u v w x y z

The Roman Pen Stroke Letter Can Be Made Very Rapidly and Used to Advantage for Many Smaller Signs

very rapidly. This style of lettering can be used to advantage for small counter signs, price tickets, and window cards, on this account. The great advantage in using the pen for show card writing is its use on small letters. It is generally confined to letters less than $\frac{1}{2}$ inch in height, the larger ones being made with the brush. The cut on the preceding page is an alphabet of the Roman pen stroke letter, made with the Soennecken pen.

To begin practice on the Roman stroke, use a No. 2 pen, and six ply bristol board, with a coated surface, and a good show card ink that will flow freely from the pen. Equal parts of Bissel's show card inks and

has practiced, the Roman brush stroke will be able, with little trouble, to handle this alphabet, this being a matter of practice only.

LESSON THREE—THE ROMAN STROKE

This lesson takes up with a simple and easy alphabet and numerals for brush work, known as the Roman stroke.

For show cards of large size, or where striking headlines are suited, the grocer will find old Roman letters and figures easy to make and hence with a very little practice, good style and results are obtained. The Roman stroke letter is of more general use than most any of the different styles of



The Roman Stroke for Brush Work. Used for Large Cards, Show Letters and Numerals

Higgins Eternal inks or letterine thoroughly mixed together make a good pen ink. Letterine or Bissel's show card ink used alone for the pen is too thick. Higgins Eternal ink is jet black and very thin, and the two inks mixed together flow freely from the pen. Water may be used to thin the show card ink or letterine, if found too thick.

Take note of the letters A, B, C, D, E, F, and G, also the figures 1 to 0, and the lower case letters a to e. Each letter is arrowed and numbered. Number 1 indicates the first stroke and the position. This same rule applies for all the letters.

In another sketch we will show almost identically the same alphabet made with the brush. Anyone who is familiar with, and

letters. The grocer is likely to see a great many cards lettered with this style and thus become familiar with it, so that at spare times he will return to practice it; and you know the old adage that "practice makes perfect."

The general formation of other alphabets is nearly the same as the Roman, the difference being the width of the stroke in different parts of the letters, the general direction of the stroke remaining the same.

Take the capital letter "H," for example. In practically every style this letter is made with two strokes downward and one from left to right. To make a Roman stroke capital H, take note on the plate this is made in three strokes, two down and one

A B C D E F G H I J K L M N
 O P Q R S T U V W X Y Z & \$ ¢
 1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m
 n o p q r s t u v w x y z

Single Stroke One Position

The Single Stroke for Pen or Brush. Made with One Swing of the Arm

across. The spurs are made with a short stroke horizontally.

All strokes and directions necessary to do rapid work with this alphabet are shown at the beginning of the plate. Try this style, either large or small when you have a great number of cards to make in a limited time. You will surprise yourself with results immediately.

Use lower case or small letters in conjunction with capitals for general work. This gives more white space as a background to make the wording stand out prominently.

LESSON FOUR—THE FAST PEN OR BRUSH LETTER

The show card should be made to say something. There are just two kinds of show cards that talk, one has introductory reading, the other suggests some specific quality, demand, or use of the article.

Whatever a grocer may wish to say about certain goods he can print on a show card to place in the display window or the interior of the store alongside the goods; and here a good fast letter, made with pen or brush is the best asset for doing good work.

The alphabet reproduced above is made with pen or brush, using a single stroke and movement from one position. If the pen is used it is held in one position throughout with the card straight in front of the writer.

The edge of the pen touches the card at an angle of 45 degrees. The spur and stroke of the letter is made in one swing of the arm. Again, we use the letter *h*, lower case, as an example. This letter is made in three strokes, spurs included.

Starting with the top spur made horizontally with a short stroke from left to right, bring the pen straight down, holding the point on the card at the 45 degree angle. Make the bottom spur with the same stroke, by using the short stroke to the right horizontally. Thus the first stroke and two spurs are completed without taking the pen from the card.

Use this same principle throughout. In spacing the letters, the idea to bear in mind at all times is the equalizing of each space between letters, which does not mean that the space between each must be the same but it is necessary to have the general area of white space equal.



Getting a Good Photo of the Show Window

While Photographing a Display in a Show Window Is Acknowledged a Difficult Matter, It Can Be Accomplished with a Minimum of Disappointments by the Merchant or Window Trimmer when Certain Precautions Are Observed. Some Valuable Pointers.

A good window, the kind that will make them stop and study its contents, is an asset. To preserve the original is impossible, so a faithful reproduction is often the much desired object of its originator.

Too many good windows are poorly portrayed in the photographs taken, so to get a good picture a few precautions are necessary, as it is a fact that a show window is one of the most difficult things to photograph.

THE NECESSARY PRECAUTIONS

If there is a broad street before your window, or an open space, it will be almost impossible to take a picture by day; for, plant your camera where you will, it is always darker in your window than it is outside, and the opposite condition should prevail. But you can get it at night. See that your electric lights, while flooding the window, are themselves hidden from the street. If you have a good lens, from ten to thirty minutes' exposure will be enough.

The size of the diaphragm is also to be considered. The smaller the diaphragm the more time required; but the small diaphragm also gives an additional sharpness to your picture. And then people can walk between the camera and the window without injuring the picture—provided they don't stop short. The time required is also influenced by the rapidity and make of the plate. Therefore, you have three things to consider in timing your picture—lens, plate and diaphragm.

A good time to photograph a window is early morning, on a clear day; just before sunrise. The light is strong and penetrating, and a good picture will usually result. Remember that the interior of your window must be light. If your window is darker than the street, the glass acts as a mirror, reflecting everything on the opposite side of the street.

ELIMINATING THE REFLECTIONS

A method often adopted with good success is as follows: Make a cloth screen of black cambric sufficiently large to shut off all reflections when raised before the window. Fasten the two upper corners to poles, and when about to take the picture have two men or boys raise the screen just back of the camera. All reflections will be avoided, and a clear picture results. Flashlight pictures will not avoid reflections. There is a popular idea that the camera cannot lie, but

if it cannot it is still capable of great exaggeration.

Reflected light streaks on the polished surface is much more actinic than the remaining surface, and in photographing it in the ordinary way we are bound to get an over-exposure, which brings on what is technically known as "halation." Halation is the nightmare of photography.

It has been found that halation can best be obviated by backing the photographic plate with a sheet of chemically prepared paper, which is known in the trade as "Halation Destroyer." These destroyers are very simple to apply, and are inexpensive. They are put up two dozen sheets in a package, and 5x7 size sells at 25 cents per package. They are made in all sizes.

AVOID SUNLIGHT ON WINDOW

If the show window contains only black, white, brown, green and dark-colored goods, it will only be necessary to use the destroyers back of the plate, but if various shades of blue, violet and purple appear, then it will be advisable to also use a ray filter in front or back of the lens.

The action of the ray filter is to reduce the entire subject to monochrome, so that the highly actinic colors—blues, purples and violets—will not cause over-exposure. To use a popular phrase, the ray filter "holds back," or retards, the highly actinic colors.

Show windows should never be photographed when the sun is shining upon them, all advice to the contrary notwithstanding. A dull day or early morning light will give better results than a bright day or when the sun is high. Where a window is illuminated by electric light, the evening is the ideal time to photograph it.

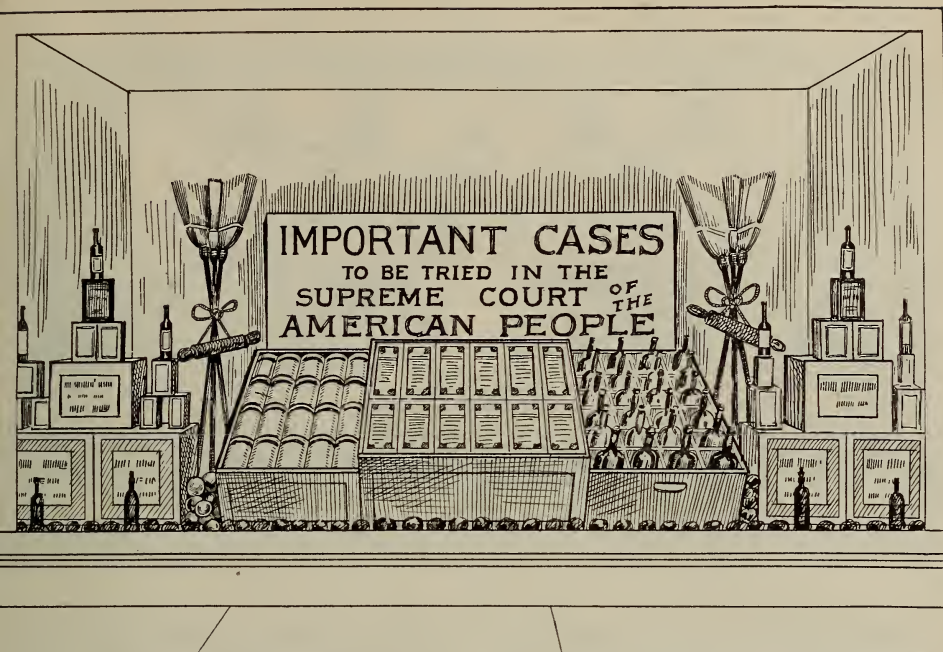
If the electric lights are in full view, precautions should be taken to cover them, for if a long exposure is made they will halate the plate. The lights can easily be hidden from view by the proper arrangement of the goods or decorations.

The best plate for window photography is a non-halation plate. You can get a good negative with the other plates, but the non-halation gives one more leeway in making the exposure and a better opportunity to correct errors in the development.

Having two emulsions, the first coating on the glass is very slow, and the second very fast. So, if there are any strong high lights in your display, they are checked when they reach the slow emulsion.

PART TWO

Series of Windows of Cleaning Sundries



The sign to be placed in the rear of this window, as shown in the drawing, will cause considerable comment. The cases are of those groceries that will be tried in the homes of the people during not only the house cleaning season, but every wash day.

As staples do not run into money very recklessly, a good display of original cases of bluing ammonia, washing powders and scouring powders, soaps, brushes, mops, brooms, clothes lines, dusters, chamois and countless other articles can be brought into this window of important cases.

While the display of full cases of any of the articles mentioned will not make a very large outlay, still the cases of package goods need not necessarily be filled solid all the way through. If this is desirable, fill the bottom of the cases with other material to take up space and display only one top layer.

The brooms are stacked up in each corner and bound together with cotton or jute clothes lines. Pyramids are built on each side and are made of cartons, cans and bottles.

A sample combination order of washing powder, soap, scouring powder, a scrubbing

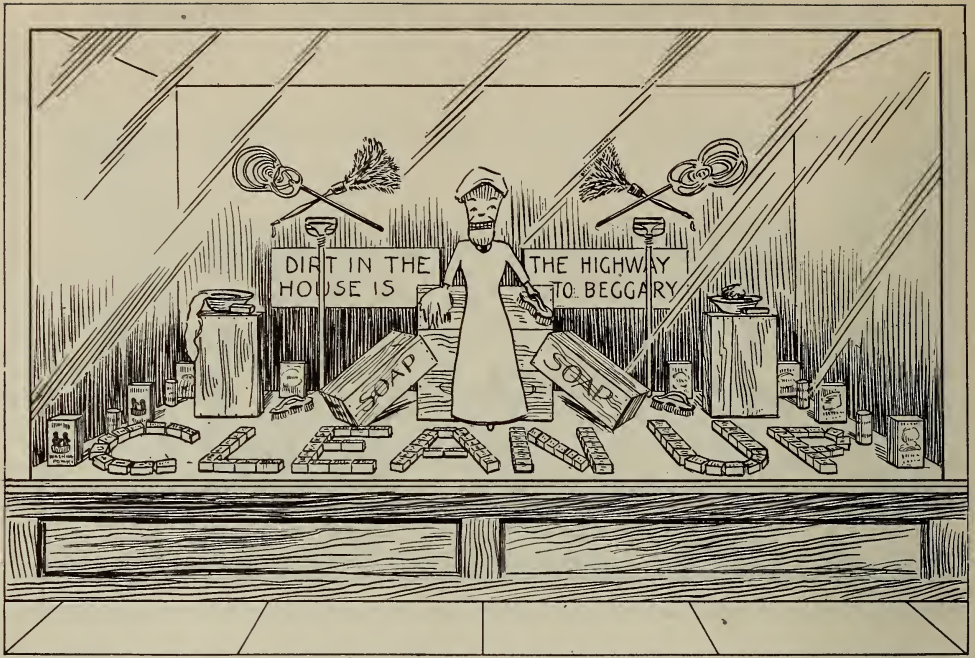
brush and broom can be grouped in the front part of the window, and a description of the special features or properties of that particular article given, together with the price, will create interest and make sales.

Another variation of the plan of window here shown is to take one article out of each one of the cases and arrange the articles so taken along the front of the window. Connect these articles with the cases from which they were taken by means of baby ribbon or narrow strips of paper, showing what the dirt eradicator looks like outside of the case. Also, affix a price that will bring the customer into the store.

These important cases to be tried by the American people will make an interesting window.

The window represented in the second cut contains also a figure which, compared to that in the first cut, is perhaps easier to construct as it has for its support the handle of the broom, of which the brush part itself is the face.

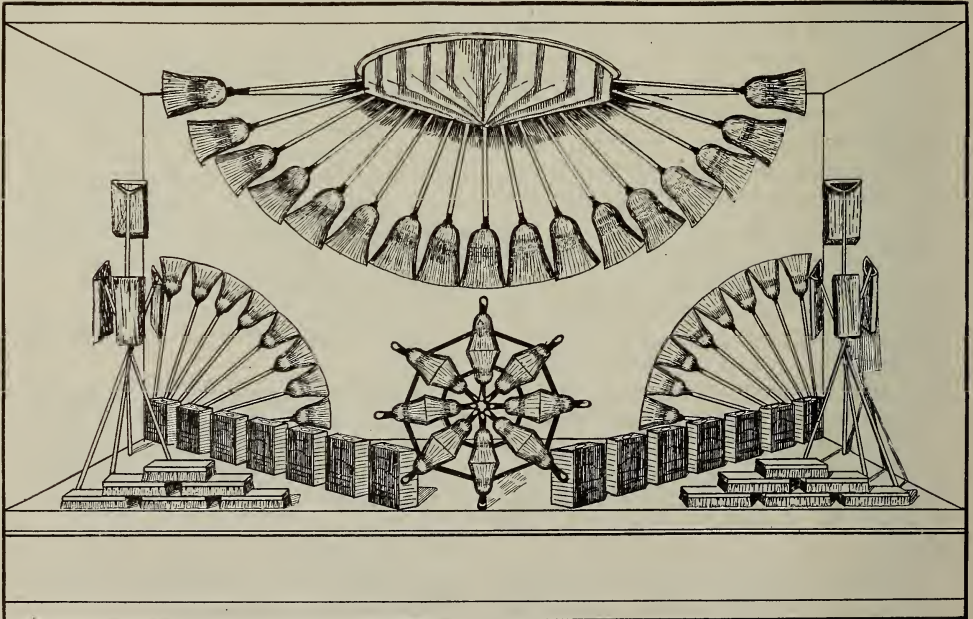
The arrangement of this window is simple enough, and in arranging the details the drawing can be followed.



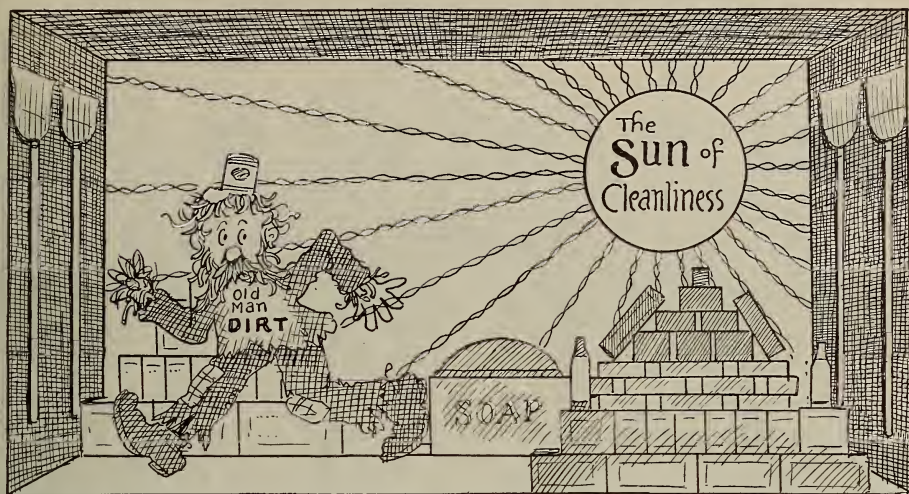
Here's a window, the one shown in the second sketch on this page, that fairly bristles with bristles. It is full of brooms and brushes, and to make it exclusively a broom and brush window the mops and package washing powders may be omitted. This should not be done, however, if the ceiling display must be left out, as may be found necessary in the case of some windows.

The star formed by sixteen whisk-brooms at the front and in the center of the window is made by crossing four laths, to which are wired the eight sets of whisk-brooms stuck together at the brush end.

The laths must necessarily be fastened securely together at the center, and then to give the thing greater rigidity strips of cardboard can be stretched from one lath



“Dirt Departs When These Cleaners are Used”



to the other. These strips of cardboard are described in the drawing by the heavy black lines.

As an accessories window, goods that can be offered at popular prices and still profitable, this arrangement has merit. Get the January business by the collar and shake the dull talk out of it.

It's conceded right here that as far as the average grocer can go in this house cleaning campaign is to give the line a tremendous push into the display window, and that is no mean effort. In many stores the campaign must end right there, but even that amount of prominence is ample if it is properly handled.

Fortunately, this class of ware adapts itself to the preparation of some unique arrangements. Where the man who trims the windows has a knack for bringing out ingenious effects the ware lends itself admirably to an active campaign of this kind.

The theme in the above window depicts the dawn of a spirit of cleanliness. The time for an organized campaign against old man dirt, who, we will assume, has been disturbed only in a superficial manner on the Saturdays of the past year, is announced. Every woman customer in the store will realize at once that the suggestion fits her case and will respond.

Old Sol is represented on the bottom of our menial friend, the tub. This can be either a wood, fibre or galvanized tub. The bottom should be turned forward and

painted a bright yellow color, with an inscription, as shown in the sketch. Rays are represented by twisting strands of colored paper extended from a wire placed around its outer rim.

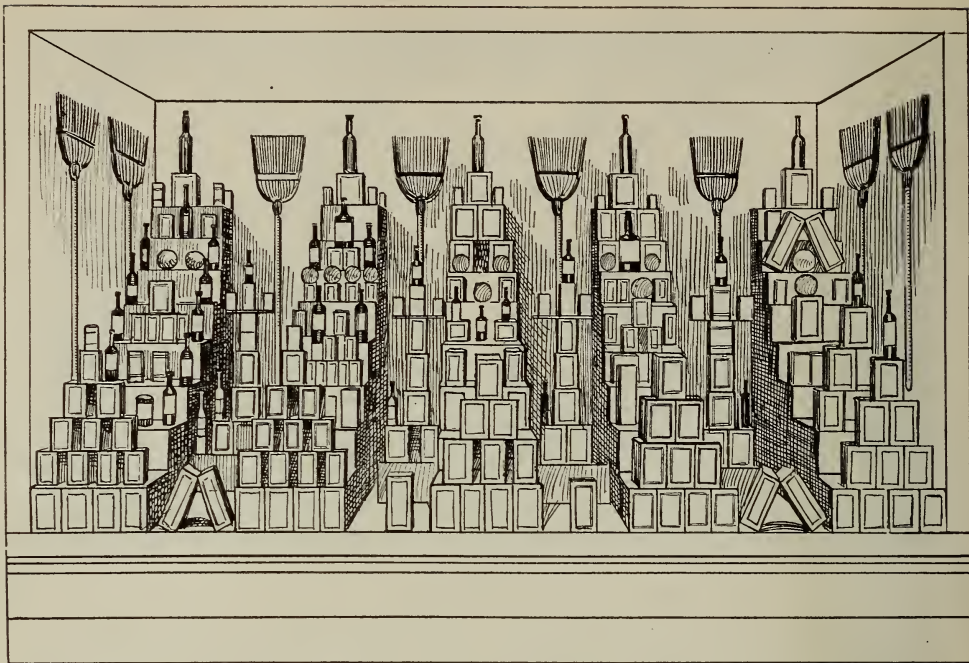
The horizon over which this bright spot is appearing is backed up by a row of materials of various kinds to represent the tops of buildings. By means of packages, bottles, inverted wood-chopping bowls, etc., tall skyscrapers, church steeples and domes of buildings can be represented.

The figure at the front is "old man dirt," who is shown stealing out of the picture because of the attacking army at the rear of the window. This figure should not be given too much care in preparation, as the more unkempt and slovenly he appears the better the effect.

Get an old suit of clothes, stuff it with shavings, sawdust or straw, put an old pair of discarded shoes at the end of the trousers, fill a pair of canvas gloves with sawdust, and fasten to the sleeve ends. For a head use a mask or a cardboard cut out; for the strands of hair use shavings or a mop head, and top it with an old hat. Shove a strand of heavy wire through his legs and arms and bend them to desired position.

Lampblack distributed over the entire figure in a liberal manner will round him out as a fit object to attack with the sort of sundries you are going to bring into the limelight for the time being. This window ought to work out in good shape.

A Formidable Window Display of Sundries



Here is another plan to give the staples a little attention. A woman passing a show window and seeing a display such as arranged in the drawing frequently will be reminded that Monday is wash-day.

Now, then, you might as well let staples attract other business to your store. And they have proven themselves "pullers." Then it is easy to work in some profitable food items. What if you don't make a heap on those staples?

Use the drawing as a basis, arrange your display to conform to the shape of that window that you have decided you can't do much with.

The brooms in the background and on each side should not be too expensive, albeit brooms are high now. Take a 24-pound, four-string broom and put a special price on it. Display packages of gloss starch, polishing starch, washing powders, carton lamp chimneys. On the top of each pyramid should be a bottle of your bluing or ammonia.

The foundation can be arranged by placing empty boxes, graduating in size from front to back, to make a series of step-like platforms, as shown in the illustration.

Put prices on each item that will rivet attention, nail the order almost before the customer enters the store. The window will bring you satisfactory returns. It's always a case of taking the "bitter with the sweet." You'll find it mostly sweet.

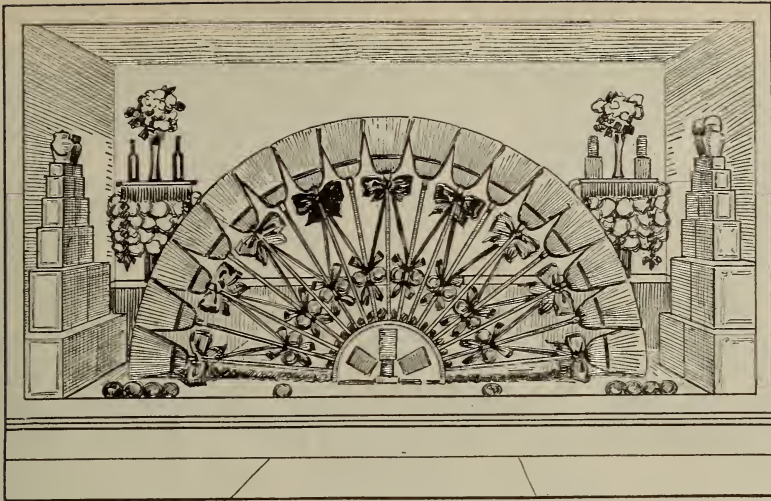
Vacuum cleaners have not yet gained sufficient hold to affect the sale of your cleaning utensils, the sundries of the grocery business.

At house-cleaning time the demand needs stimulating even though the season is of itself a stimulator for the demand for this class of goods. Demand left to take care of itself will go where fancy carries it. A well-planned campaign to capture that demand will land it in your store and more than ever make your store headquarters for supplies whether for a Sunday dinner or a house-cleaning bee.

In the next window display the brooms are so placed by inserting the ends into holes bored into a semicircular wooden center as to produce a very artistic effect. Feature one item in this window each day. Then change the window to one featuring some other cleaning utensil. Use them as leaders at a time when they are in demand and bring into prominence in the store the more profitable goods you always want to push.

Brooms, mops, scrubs, washtubs, clothes lines, washboards, clothespins, package starch, borax, ammonia, bluing, ironing wax, soap chips, lye and all of the other dirt dispellers can go into his scheme. The general plan of the window may be followed to good advantage.

Window No. 2 contains a variety of the implements of "war." The arrangement creates a good window, and especially after



inventory there will be found many odd items that for good reasons it will be most desirable to move.

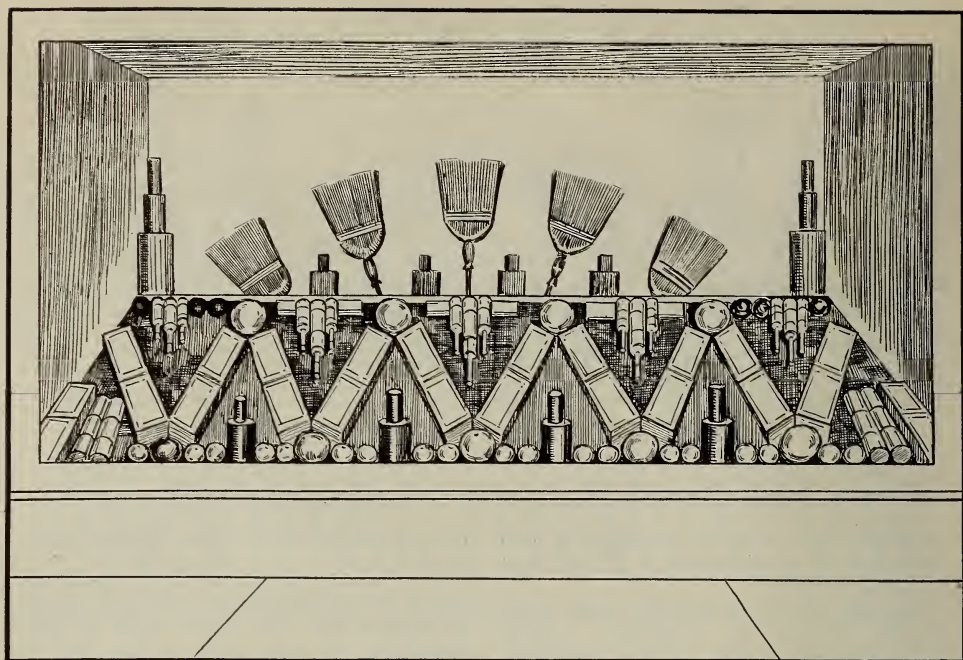
Into this window go brooms, mops, washboards, clotheslines, washtubs, ironing wax, package starch, soap, clothespins, scrubs, bluing, borax, ammonia, and all of the other things that are daily-staples in the home. The labor of arranging this window is insignificant, and while it does not intend to feature your leaders or tend to create the impression that you specialize on such items, the profit made on them is just as good as any other that can be turned, and then it helps wonderfully to

concentrate the trade. "Buy all your goods in one place."

This idea is particularly good when the spring house-cleaning is coming on apace. A window like this should show at least something of every item in the line of cleaning utensils and products which can be used during the annual cleaning.

The nest of tubs forms the center of this window. In front are various kinds of brushes placed directly on the floor of the window, while on either side of these are cases of ammonia and cakes of soap. Boxes of cleaning powders, brooms, mops, washboards and clotheslines furnish the sides of the background of this window.



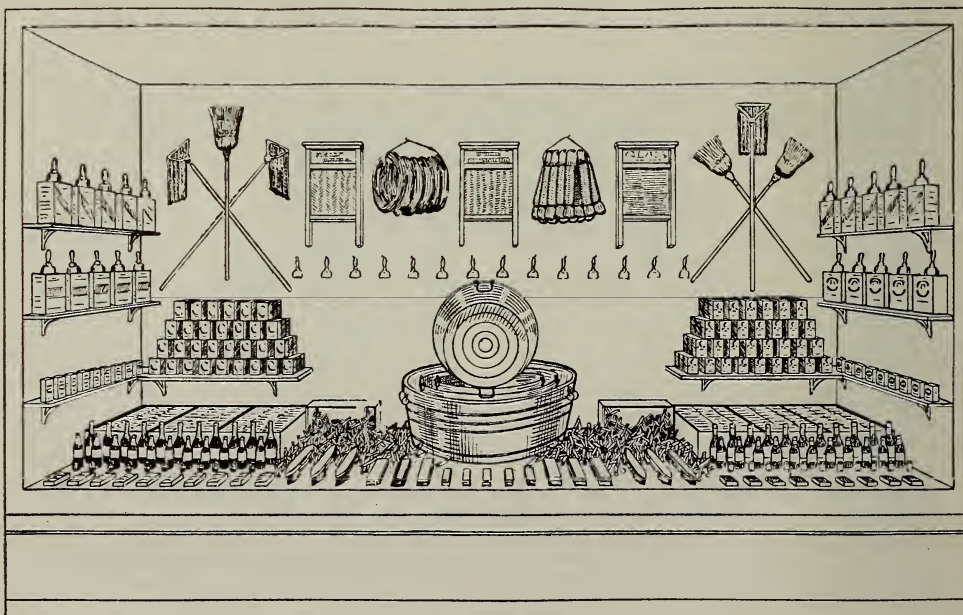


The plan takes advantage of window with a floor on an incline. In the drawing lay-out for some staples or sundries is provided for.

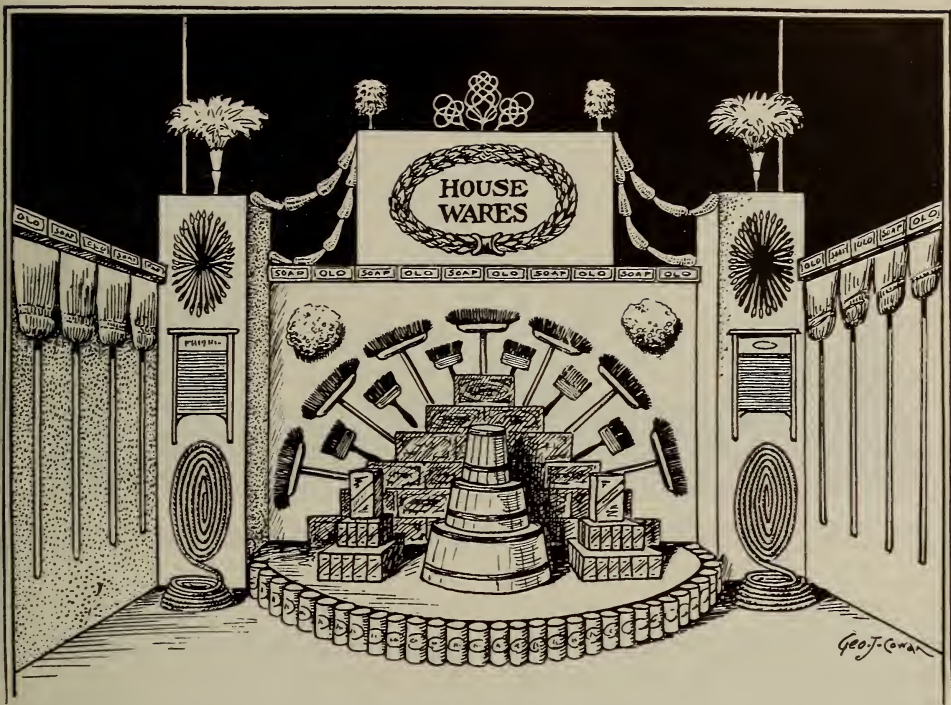
If the floor of the window is flat, a two-foot raise to the rear of the incline is about right. It is just enough to bring the display out prominently, making the placing of the goods a not difficult matter. A change

from the usual light-colored floor in the window will also create a variation. Cover the plane so constructed with a dark-colored paper or cloth. The majority of the items to be placed on the plane will be of a light shade and a contrast will be brought about.

The plan suggested in the drawing can be followed to good advantage.



Display of Material for Spring Campaign



In the large stores, where the different lines are departmentized, during house-cleaning seasons the women are lined up along the brushes, brooms and mops, etc., counter, the inside rows of broomcorn are scrutinized, the brooms are weighed in the hand and the clerks are busy, for house-cleaning time is not far away.

A window arrangement of this sort of stuff is always a handy one to have on tap, when winter is gradually sliding out of the lap of spring.

The trouble with the average window of this sort is that it is too mixed up and too crowded. The one shown in the drawing is none of those. It is laid out on a definite and simple plan, but even at that the plan may be changed slightly to suit the desires of the man arranging it.

At either side, in the rear of the window, are two posts, which will depend for their height upon the will of the man who trims the window. A pile of four or five empty No. 2 canned goods cases set on end, covered over with strips of manila ripped from the roll on the counter, will serve as covering. At the top a feather duster may be inserted by boring a hole in the top box.

The plan of decoration of the front of these posts is shown in the drawing. The decoration between the two posts at the top

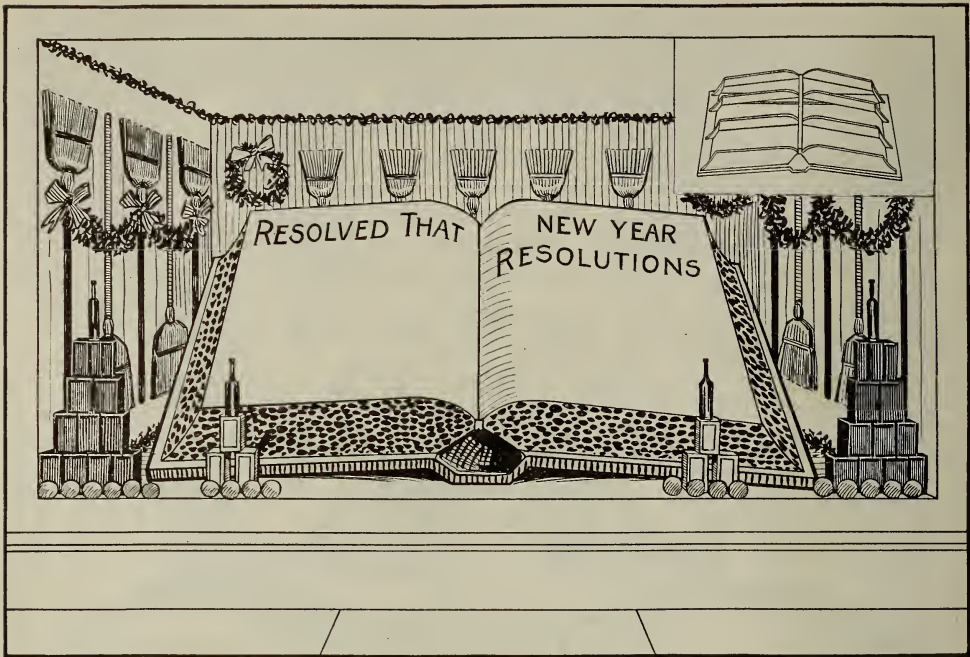
of the center background is optional. There is in many stores no provision made for a background to the window, and therefore too much height here is not always desirable. This sundries window depends for its effect upon the display at the center and some kind of a shallow background should be installed.

A number of floor brushes on handles are shown arranged in a semicircle, between each of which may be placed a wide paint or whitewash brush. In front of this background is a display forming the centerpiece of the rear effect. For this purpose a pile of small boxes of starch, clothespins or boxes of soap is constructed. Then a pyramid is formed by using an extra large tub, a medium tub and a variety of sizes of pails.

This entire display can be made upon a platform, as shown in the drawing, and the border prepared by means of using a series of the round cans of cleaner on the market. The lower decoration on the posts at either side are small coils of rope or clothesline fastened against the posts.

Brooms are shown at either side of the window. If the window has no side walls, a 1x2-inch or heavier strip laid on end and fastened to the pile of boxes serving as posts at the rear of the front and inside frame of the window will serve as the support of the display of brooms.

A New Year's Resolution Display



One of the resolutions every merchant should adopt the first of the year is to improve his window displays.

The design illustrated is a good start toward this consummation. Here is a New Year's window that will make 'em stop and look over things. It is not difficult to construct and is adaptable for any window.

The book may be made a size to fit the window. The method of construction is shown in the smaller illustration in the upper right-hand corner. The book is built from light lumber.

When the frame is complete, string tape across the openings to support heavy paper that is to be pasted on to represent the leaves of the resolution pages. Then with this paper—which, by the way, may be obtained from the local printer, if you do not have it in stock, the book will be ready with the exception of the edges. Raisins may be pasted on the edges to give the appearance of marbling.

The wording may be to suit the occasion. For instance, "Resolved, That the year 19— will bring to the customers of this store an

unexcelled service which will warrant the patronage for another year."

Or, "Resolved, That John Smith & Company appreciates the friendship of its customers and during the year 19— will continue to serve them better, if possible, than during any previous year."

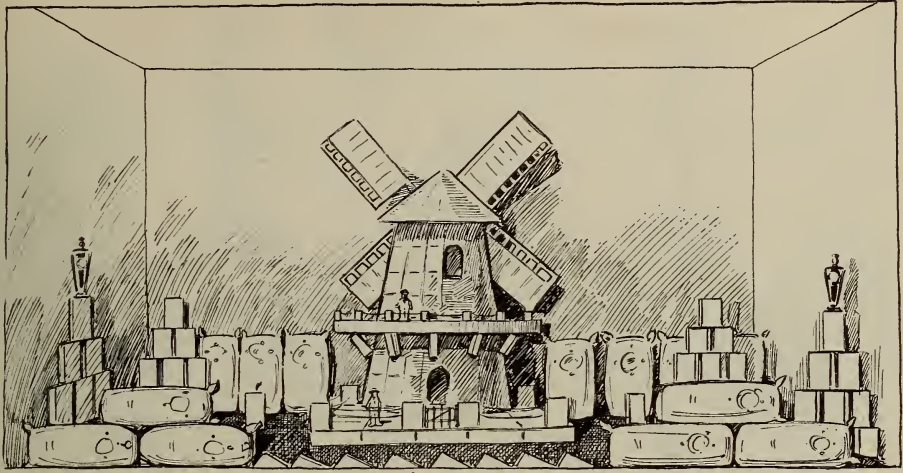
And in the other sheet may be written some of the improvements that will be instituted during the year.

The new brooms, the holly decorations, the cartons and bottled goods, with a little fruit, completes this window.

To the dealer who wishes to go into the matter a little bit more elaborately, the pages of the book may be covered with glue and the words made up of nuts, coffee, rice, or fruits, and lettering worked out in the articles themselves by placing them on the glue.

"Happy New Year," or "19—" may be worked out by an arrangement of the coloring in the articles displayed. For instance, in a body of almonds or English walnuts, the words will stand out in Brazil nuts. Or, if rice is used, coffee will bring out the words.

Dutch Windmill Feature for Flour Display



This window calls for a little action. The feature if prepared as a motionless object can be made to produce an attractive window, but to get real action into it requires so little that it ought to be produced as that kind of a display.

It's no more than a reproduction of a Dutch windmill. The excuse for it is a flour display. Flour purchases can be made to take a jump from now on, and the plan is a good one as a feature for a flour window.

Heavy cardboard constitutes the construction material. The drawing shows the main structure to have about twelve sides or surfaces. The thing to do is to cut out a pattern of paper and bring the ends together to secure the proper diameter and slant of the sides. A pattern should also be made for the roof of the mill.

After the proper patterns are made, place them on heavy cardboard and cut outlines with a sharp knife. Make the twelve surfaces by creasing sufficiently on the inside where the board is to be bent, with the back of the knife blade to insure even bends and prevent the board from cracking through.

The pattern of wings shown in the drawing should be copied and reinforcement

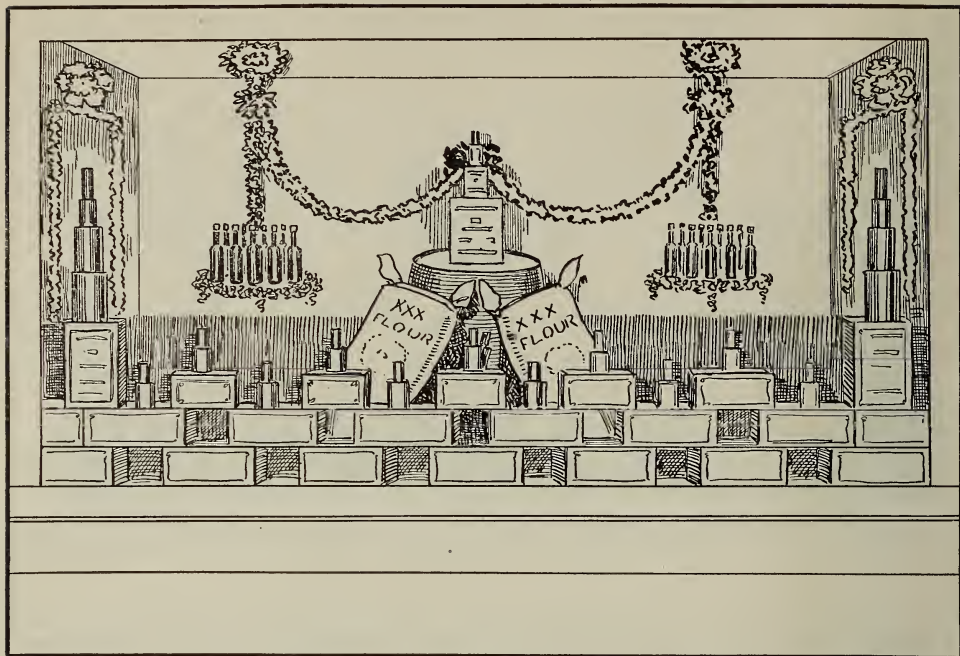
given the cardboard used for this purpose by thin strips of wood tacked to the back. This will be necessary, so as to anchor each wing firmly in the hub which may be a large spool. To the end of the spool fasten a good-sized pulley wheel.

Get out the electric fan—or a small toy motor will answer, and is a handy adjunct for many similar window plans. By means of a belt and another pulley connect the pulley with the spool. Have the pulley on the motor small enough and the one on the spool large enough so that the fan will turn slowly and lazily, so as to reproduce a realistic effect.

This feature will form an excellent setting for a forceful flour display, and the display should take in every variety sold in the store. Here, too, absolute cleanliness should prevail. Let the whole display have a clean-cut appearance, and stand out through a "clear as crystal" window glass.

The plan in the second cut may be used as a "Beginning the New Year right" suggestion in a flour and syrup window. The working basis for the morning "stack" of cakes, the accompaniment in bottles and cans, the material for the staff of life are displayed.

A Home Baking Materials Combination Plan



Here is a window display plan that presupposes the early rekindling of the fire in the kitchen range.

It's a baking idea. Staple items for the baking of bread, cake, pies, muffins, biscuits, etc. The plan takes in as well materials for the "hot cakes" feature.

The center feature in the window display is the flour barrel together with the trimmings shown in the drawing. An empty barrel, which must be clean in appearance and give no hint of its being a dummy, can be used in place of a full barrel. Let the brand show plainly, by all means.

Taking for granted that the flour in the barrel represents the store's best bread flour, place in a leaning position against this barrel two bags of your cake or pastry flour. On top of the barrel put a carton of your high-grade cake flour. Top it off with the store's leading brand of baking powder and then a carton of baking soda.

At each side of this and near the front of the window suspend a hanging shelf, as shown. A piece of clothes-line wire or light chain gilded is fastened to a hook in the ceiling. At its end is fastened a barrel head

made into one solid shelf by means of cleats nailed across the bottom or cheese-box lid. Cover the whole shelf so made with crepe paper to harmonize with the rest of the display. To prevent tipping, it may be found necessary to fasten thin wire strands to the supporting rope or wire to at least three sides of the shelf. Decorate the whole with either paper festooning or artificial flowers or wrap tightly with crepe paper.

The plan of arrangement for the cartons at the front is adaptable to a display of the buckwheat flours and pancake flours that don't want to be overlooked.

These shelves may be used to display the profitable quality kind of extracts, another baking necessity. The working out of the balance of the display is a simple matter.

At either end of the row of cartons at the front of the window is a pyramid topped off with cans of more of that same baking powder. In the several depressions formed by the placing of the "hot cakes" material, is a place for small cartons of soda, or smaller cans of the baking powder or even those same extracts.

The baking material window is timely, and it is a good workable plan.

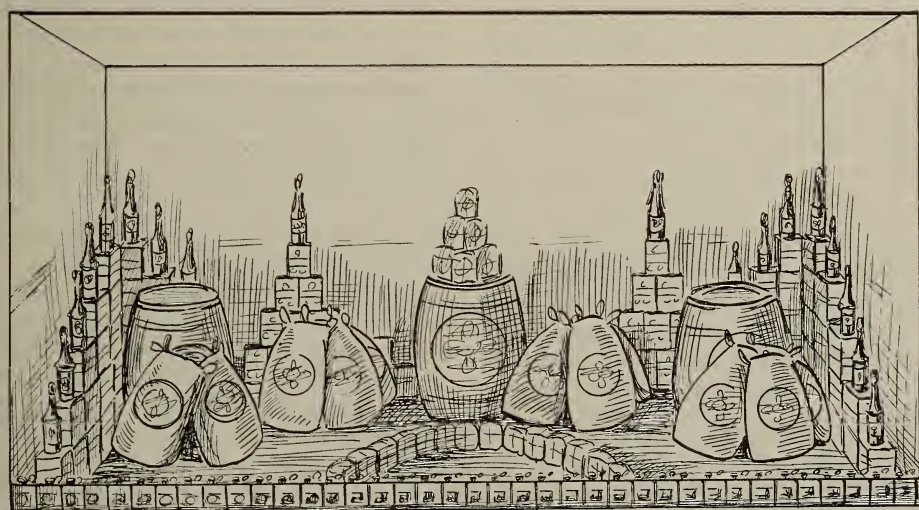


For those windows with high rear walls the double decker window display shown in the illustration will furnish an idea for displaying a quantity of goods to very good advantage.

Indeed, stock which rarely finds itself in such a prominent place as a show window may here be shown and will attract the attention it deserves. It requires a lot

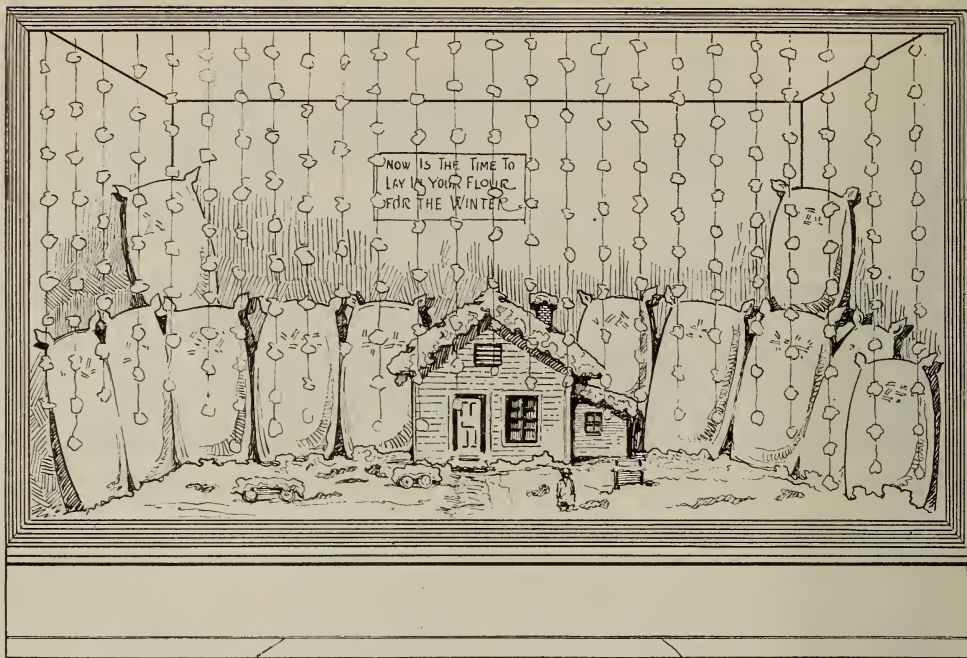
of stock, this window, and is one excuse for a really full window, but it is so well and compactly displayed that it gives an idea of completeness that is most valuable.

The display is built in two stories. On the upper tier, placed to the rear, is an empty sugar or flour barrel. Sacks of flour and salt are shown around these to produce
(Continued on page 73)



J.G.P.

A Window to Help Push Flour Sales



There is nearly always a lull in the grocery business immediately following Thanksgiving while the housewife is using up the odds and ends of that occasion, and preceding the rush of the Christmas trade. To provide a buying attraction for that dull period a window trim featuring flour is a timely suggestion.

So on this page a sketch for a flour window display is shown.

A doll house will answer the purpose of the small country house very nicely, or if such a piece of furniture is not readily available the sides and roof of the house can be cut out of pasteboard and the windows, doors, and other house characteristics indicated by the use of ink lines.

The figure in the display as well as the wagons are taken from the toy department.

On both sides and at the back of the window is arranged the brand or brands of flour which are to be featured. Variations of the arrangement shown in the sketch may be resorted to in cases where a number of

brands or a quantity of the merchandise is to be shown.

The finishing touch which plays an important part in the display is the snow. This is nicely and inexpensively represented by using cotton. All the figures in the display have a covering of snow, with the exception of the flour, giving the scene a real winter appearance. The large flakes coming down are suspended in mid-air by means of fine white thread. The thread is dropped from the ceiling and particles of cotton are fastened on them by twisting or tying.

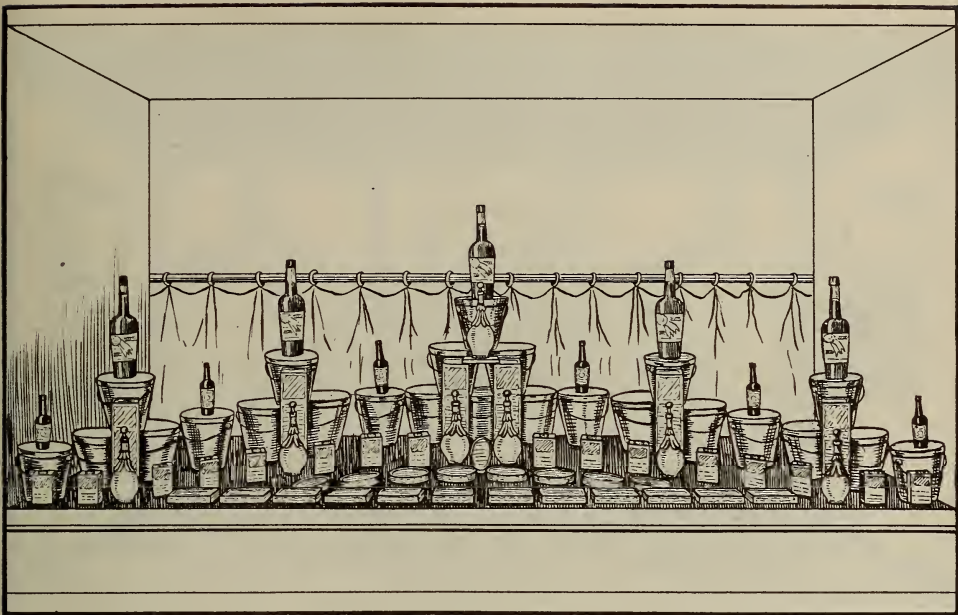
To get a better effect of a driving snow-storm, string the thread diagonally and fasten at top and bottom. An electric fan in one corner will bring in real action and also prevent window frosting.

A placard on the back wall is a gentle buying suggestion to the consumer.

The object of the display should be to sell flour in quantity. It is to impress the customer with the necessity of preparing for cold winter weather to come.

Special quantity prices will add to the selling power of the display.

A Baking Accessories Display Plan



The arrangement of this window plan is simple enough. To begin with, the floor of the window should be covered with a white substance to suggest the general clean whiteness that the display brings out.

A floor covering therefore of cotton batting, with here and there an occasional puff or bunch of cotton is the thing. If cotton batting is not desirable, use white sheeting or even cheese-cloth, but keep the expanse of this white covering immaculate.

A semicircle of pails and cans of lard and compounds is made from each of the two front corners of the window, and in the center at the rear of the window a pyramid is formed of these same pails. The smaller sizes if they are carried can be used in the topping off of this pyramid, using two of the number ten size for the bottom, a couple

of number fives, then number threes, and so on.

An occasional span of these same pails during the run of the circle will relieve the monotony and prevent the string of pails from losing their identity behind the other articles.

Bottles or cans of cottonseed oil top off the lard pails. These can be placed on the pails that span the two others and bottles of fancy olive oil placed on the lower row as shown in the drawing.

In the front portion of this window cartons of pudding preparations are in place as well as small packages of cooking starches and jelly powders. Again, small packages of your fancy pastry flours are excellent side partners for the shortenings and should be placed in this window. Prepare this display at a time when baking in the home is popular, and these goods are wanted.



Your Baking Powder in a Strong Display



An entire window display devoted to baking powder is good advertising, and beyond the time it takes to arrange it and the small amount of store carpentry necessary as represented in the display shown in the drawing the advertising cost dissolves to nothing compared to the results that should be obtained by the effort.

The idea suggested in the drawing may be varied, as the size or shape of the window makes necessary. The intention is to give this one of your best sellers the publicity it warrants, and the results will be all to the good. The unusual in a window attracts, and if ingeniously put forth means more sales.

The background of the window is divided into three panels and a panel at each end by using strips of wood or moulding, tacked or otherwise fastened on the flat background which has been covered smoothly with some such material as green burlap, muslin (painted in any shade of kalsomine), plain wall paper, or any other covering that your best judgement suggests.

Paneling of this flat surface is done in order to give a simple decorative touch to the window setting. Framed show cards, signs, and posters look well when hung in these panels. Three, as suggested, are sufficient. If you do not care to go to the ex-

pense of framing these cards, they can be fastened to the wall by means of glass-headed push tacks.

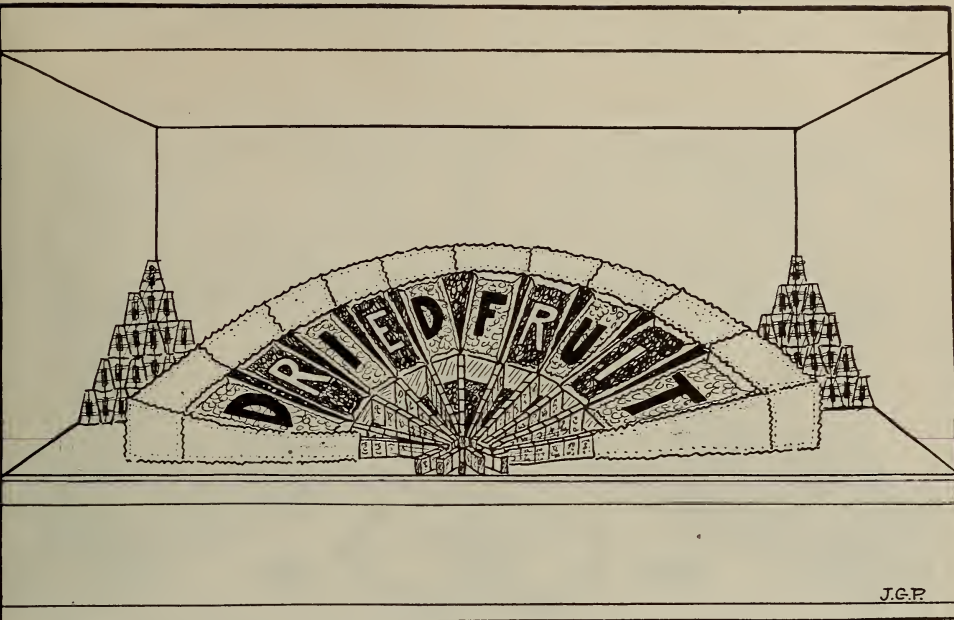
You can now produce the unusual by making up two mammoth reproductions of the cans. This can be done by taking sugar barrel heads or lids from cheese hoops for the tops and bottoms of the desired cans. By nailing lath or other thin strips of wood on same in order the sides of the large cans are made. Over the sides place a layer of wide building paper, which gives a smooth surface, and over this paste a layer of white muslin, on which can be painted a reproduction of the label to be given prominence.

These two large cans are placed on top of a double row of cans of the baking powder, these cans to serve as a base or platform. Other cans are piled on top of the large cans in order to make a more pleasing arrangement.

A double circle of cans are piled up in the center, similar to the foundation piles used beneath the large cans. This center circle of cans surrounds a large wooden chopping-bowl or dish-pan piled to overflowing with baking powder. A large loaf of bread supplied by your baker would furnish proof of the quality of your powder.

With the addition of whatever is necessary in the way of price tickets or special advertising matter, the display will bring strongly to the attention of every passer-by the fact that you think that you have a baking powder good enough, meriting your best attention, and should have theirs.

Making the "Fan" Dried Fruit Window



When new dried fruits begin to come along the drawing reproduced shows the manner of arrangement of the center of a good strong window.

The design worked out by means of twenty-five pound boxes is that of an open fan. The placing of boxes is well described in the drawing and the feature completed by using a quantity of seeded raisin cartons converging at the front and extending a little beyond the point of contact so as to bring out the effect of the fan.

A color scheme should be aimed at in producing this window. As is shown in the drawing, the words "DRIED FRUIT" are worked out by means of using dried fruits of a lighter color as a background for the letters made of raisins and prunes, and the latter as background for peaches, apricots, pears and nectarines.

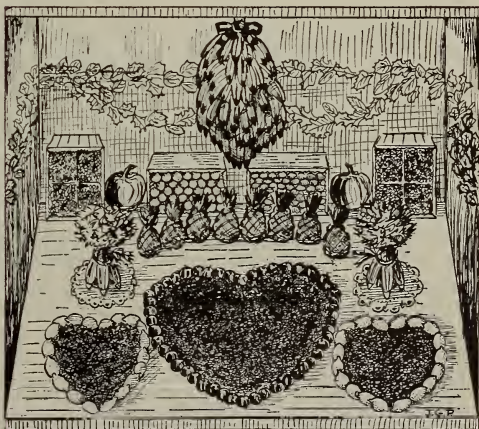
The boxes are tilted at the rear by placing a strip of wood about ten or twelve inches high under that end of the boxes forming the outer edge of the semicircle of boxes. To add to the effect of the feature, strips of cardboard about eight or ten inches wide and of sufficient strength may be tacked to the outer rim of the boxes, and to this pasted multi-colored crepe-paper or the white lace edged facing paper used in boxes of faced fruit. This it will be found will bring out the desired effect and will make a strong dried-fruit window.

With the figure described by the fan constructed as shown in the cut and by following the details given above, the window so produced will give the dried-fruit business the desired impetus.

Tasty Fresh Fruit and Vegetable Display

This is a suggestion for a fruit and vegetable window. The large heart in the center of the window measures four feet across, having a border of red or yellow polished apples constructed by means of placing a double row all around the heart and on top of which row was placed a single row of the same apples.

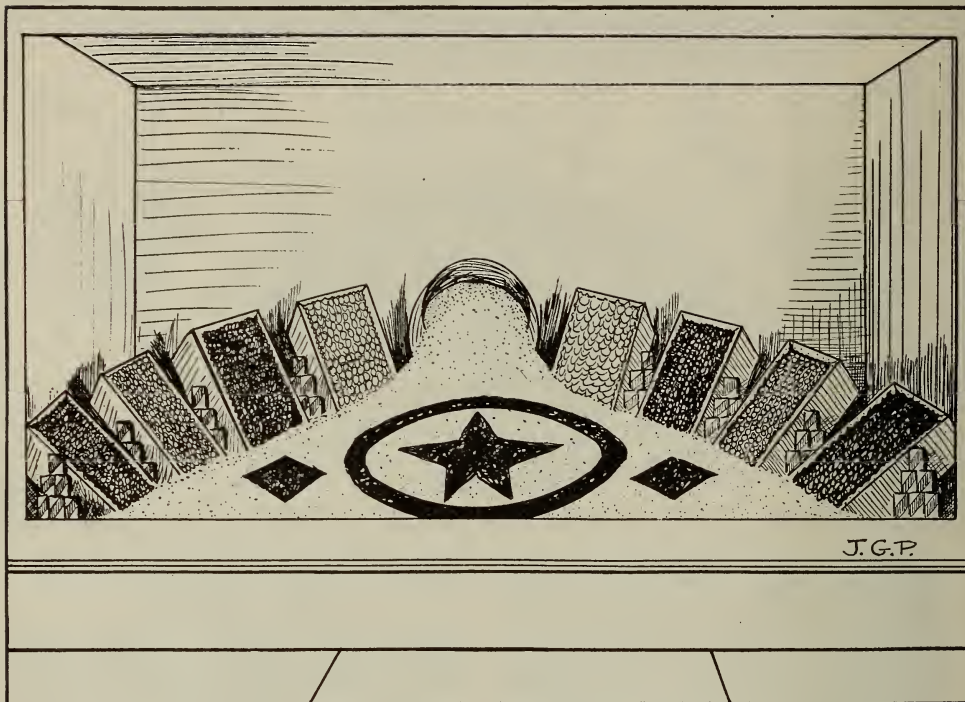
The space inside of this border may be filled with cranberries. At either side is arranged a heart with a border of lemons, and filled with cranberries. To the rear of the



large heart is a row of pineapples on end, and arranged in a curved line.

At the extreme rear of the window crates of Tokay grapes and boxes of lemons and oranges are placed. Between these boxes

selected pumpkins, and in the space in front, also to either side of the large heart, are set on end bunches of choice celery. In the center hangs a large bunch of bananas.



The window on this page is a combination dried fruit and cold weather cereals window. A variety in the dried fruits and beans and peas in the cereal end of the stock, is designed to make this window display. It is a simple layout, and should be effective.

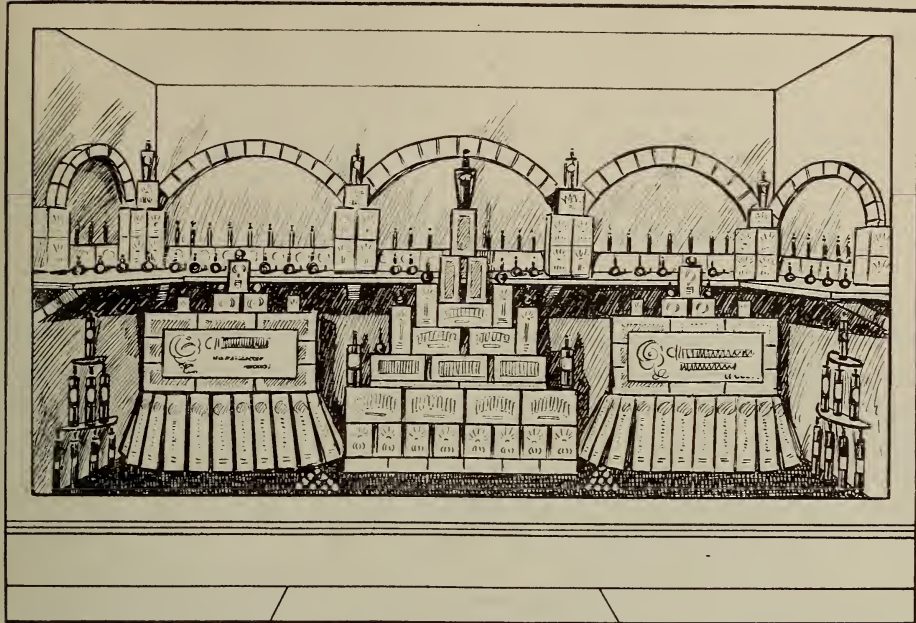
The plan of the window shown in the drawing is easily copied. A row of 25-pound or 50-pound boxes of the different items in dried fruit are arranged in a semicircle, ending at each forward corner of the window. These are tilted at an angle of about forty-five degrees at the front, and beginning with the second box, the boxes towards the rear are set in a gradually more vertical position. The 25-pound faced boxes will serve the purpose to best advantage. Over each should be placed a light of glass, so the display will have a sanitary appearance, and with stock of the right kind, the display will appeal even more forcibly. Packages are brought in to fill out the spaces between the boxes.

At the center of the semicircle a barrel or half barrel is shown spilling a mass of navy beans over the whole. This container should have a false bottom. One manner of building up this bottom is to lay several shallow boxes on the floor of the window at the rear, near the dried fruit boxes at the back, and on these lay the ends of several boards to reach nearly to the front of the window to form the incline. Several sheets of heavy paper or empty sacks can be laid over these boards and the beans poured over this foundation.

A design can be prepared as shown in the sketch by means of using red kidney beans, Scotch peas, green or yellow split peas, or black beans, to contrast with the white pea beans.

To facilitate the matter of placing these figures in the white bed, strips of cardboard will come in handy. In the case of the diamonds, take a strip long enough to take care of the four sides, and insert in the proper place in the bed. Then scoop out the navies and put in the variety desired.

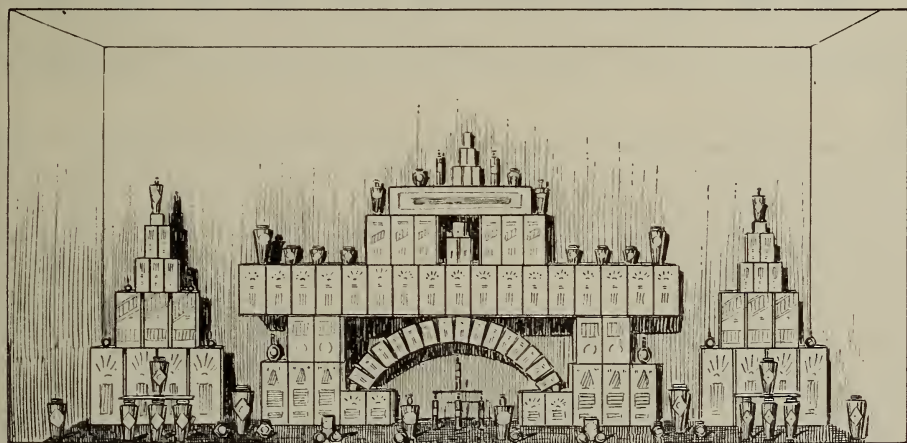
A Minimum Quantity Foods Display



This plan is simple from the standpoint of arrangement, and then because of the fact that the quantity of goods displayed is small, working along the lines of reasoning that a well arranged display of a few goods is preferable to a window chock full of groceries indiscriminately piled in. The

window space is well utilized while but little merchandise is needed.

The upright supports of the center group, as the drawing will indicate, are built up of cartons and support the top layer of cartons, which are laid on a thin board to sustain the weight of this row of cartons.



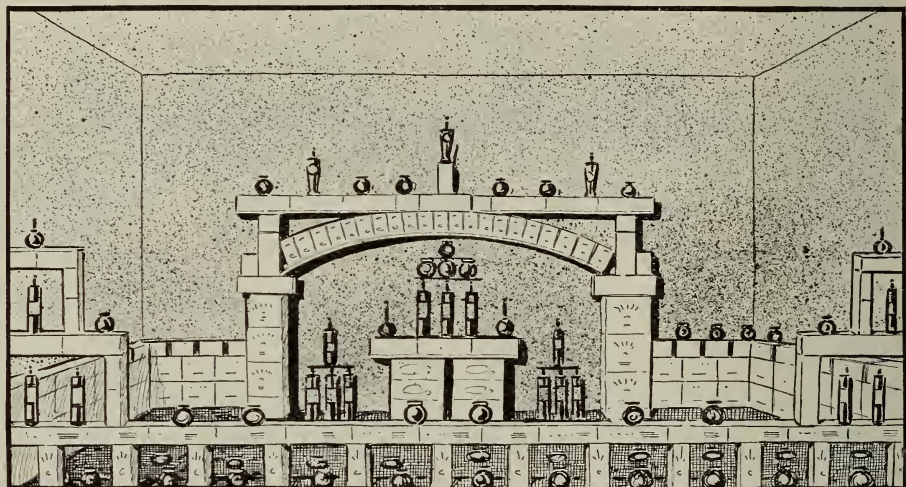
This group is topped off and relieved of its bleakness by a sprinkling of small bottles of fancy goods. The seasonable items in these goods should be used. Small bottles of pickles, fancy jellies, marmalades, salad dressings, oils, and even small sifter top bottles or tins of fancy spices may be used to grace the top of this group.

At either side of this group is a pyramid of cartons made to graduate from the larger sizes at the bottom to the smaller cartons at the top. In this case again the exposed tops of the different cartons are topped off with small glass packages of different kinds

of fancy eatables. With the three groups arranged on the plan described, the effect of the display so far would be too much of a vertical and a horizontal construction. To relieve the straight line appearance, an arch of small cartons is worked into the larger group spanning the base of the two upright supports of the top row of cartons.

A clean cut display will be the result if the plan in the drawing is followed. The floor space is relieved of any barrenness that may result, by the placing of small groups of bottled goods, as the drawing shows.

Variation of the Arch Idea for Cartons



A new idea for the every-day window, a variation of the manner in presenting the sales talk in the window when no special holiday or celebration creates an opportunity for a "flash" window, is contained in the suggestion in the accompanying drawing.

The feature of this window is a triumphal arch. Cartons are used to build it and fancy bottled goods and canned goods to trim it. The plan for constructing the display is to place the arch well back in the rear of the window. Where a back wall exists, the matter will be facilitated but where it does not, build the arch lower.

The arch is to span about two-thirds of the window. The top row of cartons rests upon a shelf stretched between the two piles and to this is fastened the curved strip which supports it. In the event the window has a back wall the plan may be reversed, the

curved strip fastened to that partition and the top row given support by the row of cartons placed on the curved strip.

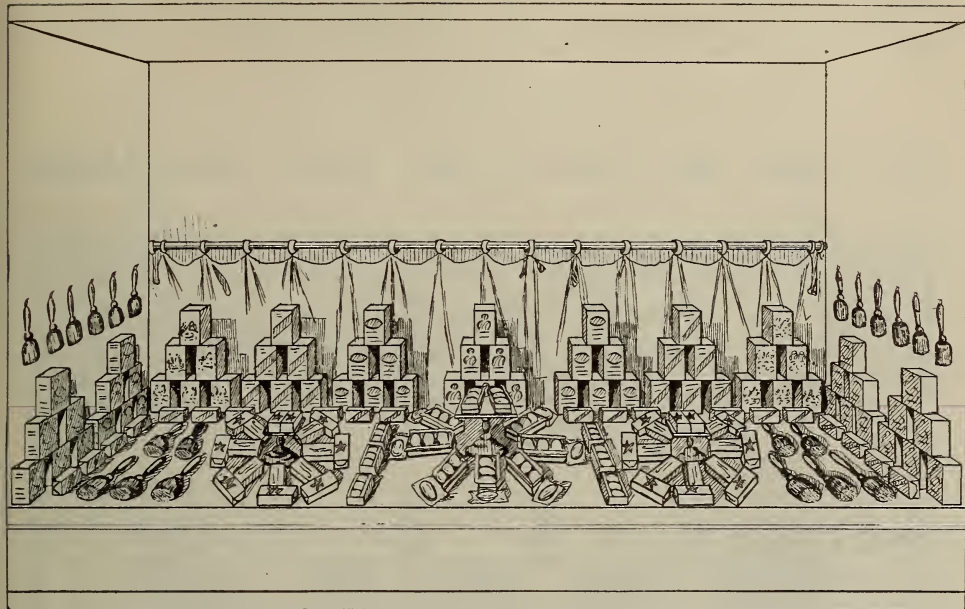
Except in a few rare instances, let the display contain some relief from one kind or brand of food product.

The consumer is becoming accustomed to the "ready-made" layout window display of cartons all one kind and size. The store's purpose is served the better by a variety. Not necessarily a large one.

A wall is built around the entire display to carry out the idea intended by the arch and which breaks it at the back and in the center. The plan is worked out at the front, along the window pane, in the form of an open fence as shown in the drawing.

A careful selection of the bottled goods used to trim this display and a caution against putting in too much goods, and the description is complete.

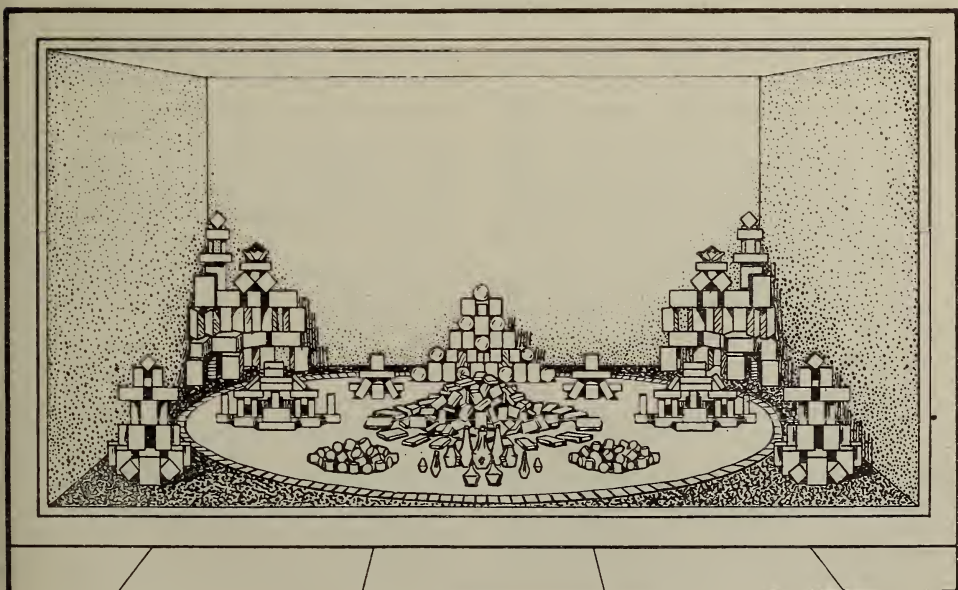
A Soap and Soap Powder Layout



For a decorative arrangement of a package and cartons of soaps and powders display that can be followed with good results this plan adapts itself.

This sort of a window display of goods that are always seasonable is only a small part of the campaign that will help greatly to dislodge the soap clubs and other similar methods held out to the consumer for that sort of business.

The plan of arrangement is simple enough. Small pyramids around the back and side of the display are made of the packages of powders and will make a proper border. The soaps shown on the floor are laid out low and the cartons containing fancy packages of toilet soaps can be grouped into stars and circles forming the units of the display.



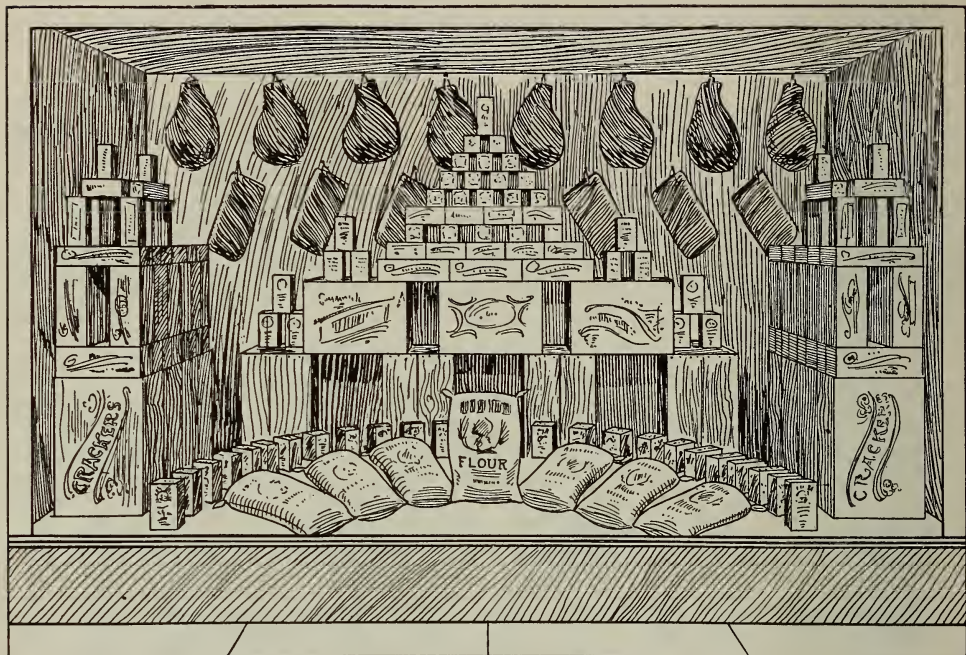
The centers of the stars can be built up by setting at an angle with the floor six or eight of these cartons resting on a carton or two in the center.

Don't forget the price tags. The whole display is liable to be just a mere soap display

unless you say something about the goods.

On the whole, this presentation may be regarded as a piece of up-to-date advertising and helps the reputation of the grocer as a specialist even though the druggist has pre-empted this field.

An "After the Turn of the Year" Sales Maker



For those "nothing doing" January days put in one of these staples windows. The dry-goods man puts all his energy in January and February in selling what? Silks, satins, gowns? Not at all. He sells white goods—staples. And he makes money by pushing the "stapliest" staples in his line by making that stock turn over.

So here is a staple grocery window to start the new year in good shape. Cast your eye over the illustration and it will find nothing but staples, staples everywhere, and nothing else to eat.

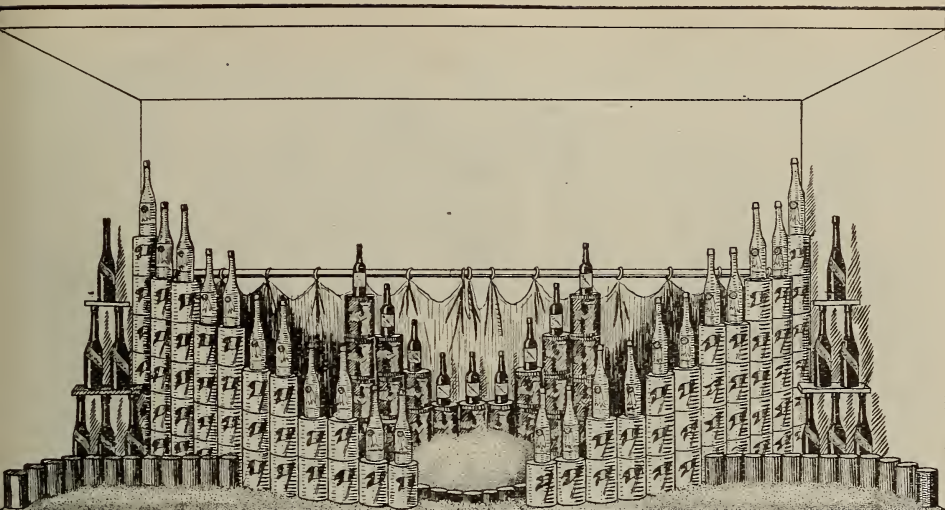
* Sacks of flour are placed on the floor of the window in a semicircle, with one sack standing on end in the center of the background. Then back of the flour is a semicircle of cartons of breakfast food, pancake flour, buckwheat flour, and all the

other foods which make your customers sit up and take notice of a little solid nourishment these cold mornings.

Cracker boxes are the foundation for other pyramids of foodstuffs. Hams and sides of bacons are hung on the wall in the rear, or, if desired, may be placed on the floor to the rear. The larger boxes, of course, should be placed at the bottom and the smaller ones arranged tastily on top of these.

And as you show these goods in the window do not forget to push them in the store. Many a cake of maple sugar or can of syrup may be disposed of if it is suggested. The housewife is racking her brain for suggestions of things to feed the hungry family these days. Give her ideas by suggesting eatables from the stock. She'll bless you for it.

Baked Beans and Soups in Combination Plan



Baked beans and soups are recognized as desirable fuel for the human system and make good material for winter windows.

During picnic time it is proper to push them with that picnic theory uppermost in your talk. But when chilly blasts are with us don't forget that baked beans served hot at the table are entirely different from the cold baked beans eaten out of the can under a tree. They fill the bill.

Soups are also there with both feet. The two as a combination display will make an attractive window.

The display of these cans of baked beans commences at the two rear corners of the window where the pile is shown six cans high. The line of piles swerves to within an inch or two of the glass until at the front the two lines end, leaving an opening, closed only by a circle of small cans of soup.

In this circle and bounded by it is a pile of clean, white navy beans. Put in cards to point out the superiority of the canned ar-

ticle and the uniformity that may be guaranteed to purchasers.

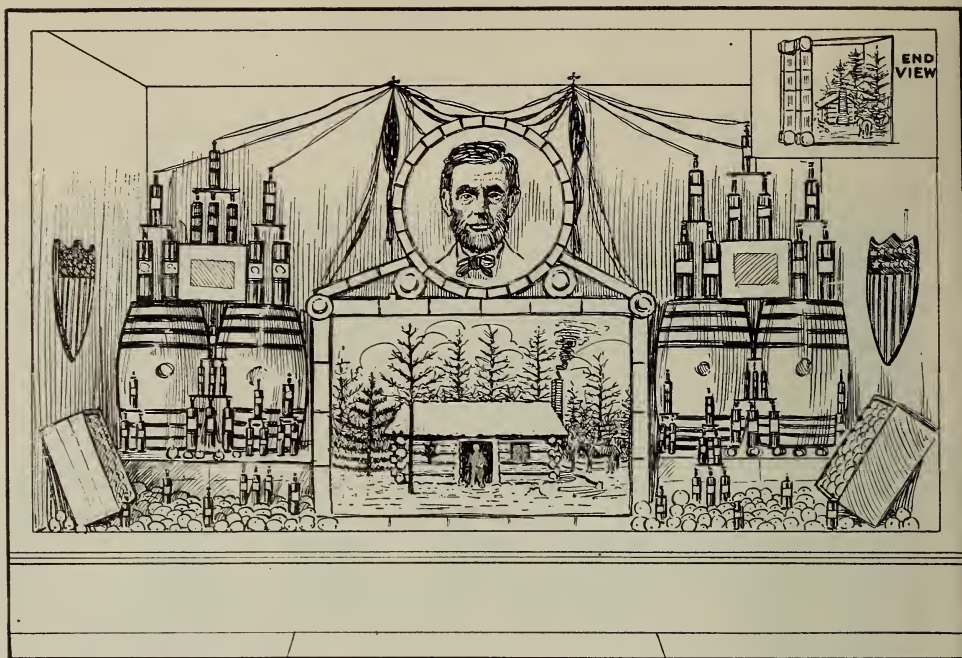
At the rear of the window are the larger cans of soup. Touching the line of baked beans and extending towards it on each side is a semicircle of cans of soup.

Close associates of soups and baked beans, catsup, sauces, and even salad dressing, mustards, and horse-radish, are sprinkled into the display. These bottles should be bright, clean, snappy, and sparkling.

An inch-deep sprinkling of the same white navy beans over all of the visible floor space at the front, and if a color scheme is to be worked out, use a small quantity of either red kidney beans or Scotch peas, and do some lettering by placing these contrasting colored beans in appropriate words in the bed of navies and make a striking window card.

Such a window card carefully prepared will be effective. It can be made to say that economy lies in the purchasing of your canned baked beans and condensed soups.

Lincoln Window for Martyr's Birthday



The Lincoln's birthday window idea worked out in the illustration requires a clever manipulation of the articles used, and all of them, with the exception of the Lincoln portrait, are right in the store.

The center frame decorations built about the picture and the log cabin, are of cartons. The circular frame about the picture is made by attaching the cartons to a form bent in the proper shape. The rectangular frame is more easily constructed and within this frame, which may be made of a size to correspond to the requirements of the window, is the log cabin scene, an end view of which is shown in the small drawing in the upper corner.

But the logs are candles, and the cabin is constructed in miniature from this material. A pasteboard roof completes the effect. The big fireplace chimney is built up of matches and some dark hair packing, suspended properly, furnishes the smoke which

rises from the chimney. The trees and underbrush about the background may be supplied by evergreen twigs and dry grass.

The background of this smaller scene within the large one should be of canvas tinted blue to represent the sky. A toy horse hitched to a post and a small man doll in the doorway add touches of life to the scene, while the toy ax stuck in the small log carries out the idea of the rail-splitter.

Flour or cotton with a few pinches of diamond dust gives the necessary snow effect on the roof and ground.

This whole cabin scene may be set in a box, if desired, to set it off from the remainder of the window, which should be given up to the ordinary display of goods as shown. Flags and ribbons with a couple of shields lend a patriotic touch to the picture and the merchant who adapts this idea to his purpose will win results for his ingenuity.

The Real Washington's Birthday



Now for the Washington's birthday display. George Washington's picture, of course, should occupy the center of the window on the rear wall, draped with "Old Glory." The pictures representing Washington crossing the Delaware and winter at Valley Forge can be shown in black and white sketches by your local artist if none others are available.

A flag should be placed at either end of the window against the sides, as shown in the drawing, and red, white and blue festoons of paper or bunting draped from each corner as well as across the front and top of the window next to the glass.

The cherry tree, felled, as in the drawing, really is the feature of the display and should be shown with chips carelessly strewn around the base of the tree, and lastly place near the tree the hatchet with which George "did it." Artificial foliage and cherries may be placed on the branches of almost any tree and so make it possible to work in this feature.

Make the food feature of this window a display of cherries. The different forms in which you can supply this fruit and the

styles of packing are not so limited as you might imagine on first thought.

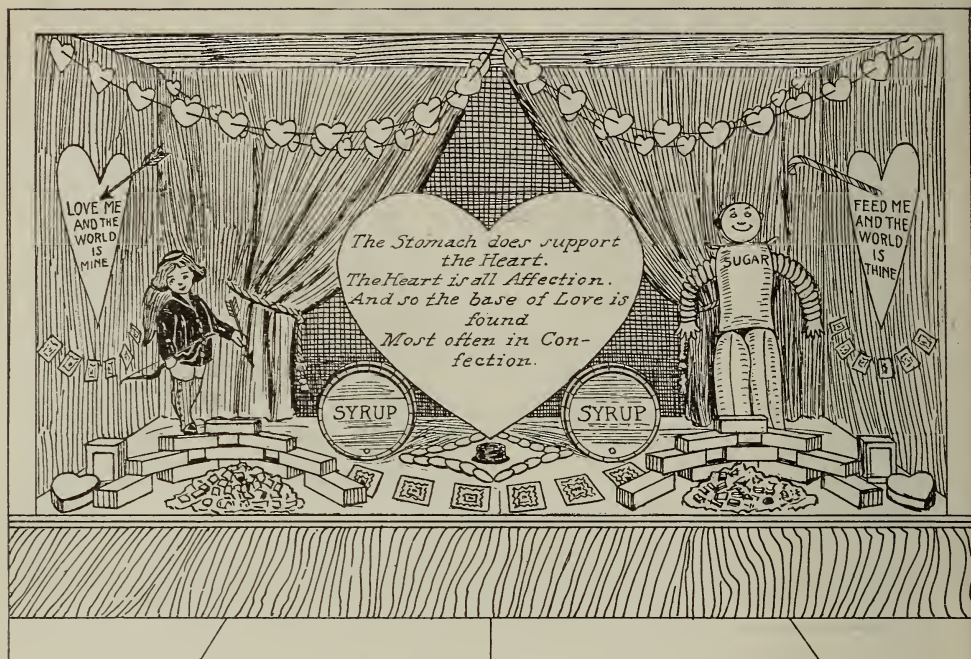
On both sides of the window and well towards the front place a few of the different-sized bottles of both Maraschino, Creme de Menthe, and the white Maraschino cherries. In back of these show your fancy No. 2 cans of Eastern preserved cherries and in back of these the No. 2½ cans of California white cherries.

In the center and along the front of the window place an eight-pound box of glace or candied cherries and on either side of this box a few packages of the smaller fifteen, twenty-five and fifty cent packages of these candied cherries.

If more adaptable to the demands of your locality use instead of the candied cherries a 25-pound box of dried pitted cherries. However, the glace cherries are finding a bigger demand each year and good results can be secured with a small outlay.

If the window will not allow so extensive a trim, omit the cherry tree and the figure of the boy. The other features, including the picture of Washington, can be used in any window with great success, and will give the flavor as well as the more elaborate display can give it.

Valentine Candy Display Will Make a Hit



"The way to a man's heart is through his stomach."

You will be able to reach the youngsters as well with a window like the one illustrated here. St. Valentine's Day is mainly for the children, so you can appeal to their hearts as well as their stomachs.

The whole idea should be carried out in a humorous manner, and with the possible exception of the Cupid the display is not difficult of arrangement. This person in the form of a cardboard cut out will answer. On the floor in the foreground are arranged candies both in attractive boxes as well as the bulk cream mixed. Fancy cookies may also be used and in that way more fully complete the picture.

Suspended from the four corners of the ceiling and fastened in center are strings of hearts made out of red paper. Fastened to each of the side walls are large paper hearts, the one to the right bearing the words, "Feed me and the world is thine," while the heart is apparently held in place by a candy cane. On the opposite wall or left-hand side of your window is a similar heart held

in place by one of Cupid's arrows. The large heart in the center, as you will note, is placed between two barrels of syrup laid on the side with the ends toward the front of the window.

The heart so placed should bear an appropriate verse, as the one in the picture, or the one given may be used.

The back wall of the window can be arranged to conform with the construction of your window, as the one in the drawing has as a background curtains which are parted and tied back.

The figure in the right corner is made by placing two sacks of sugar in upright position. Flatten them out as much as possible and set them seam side front. Place on top of these another sack of sugar with the "sugar" stencil showing. A pie or cake set on edge may be used to represent the head, and the arms are made of doughnuts or cookies strung on a stiff wire. The latter is better, as the wire may be bent to give the arms the position shown in the drawing.

A Lenten Display of Fish and Cheese



Cheese is an important part of a Lenten diet, and there are, all told, over two hundred varieties.

A cheese window, even where the trade of the store is familiar only in a limited way with the varieties outside of the different forms of American makes, will help trade during Lent, after which comes the season of greatest cheese consumption, the warmer months of the year.

The fancy styles of cheese will sell, and the woman who has been buying her half or pound piece of cheddar, long horn or brick, will study a display of fancy cheese. She will vent her curiosity about a display made up of new kinds, with the result that sales of cheese in the store can be increased.

The cheese window shown in the cut is copied after a plan used in some of the European countries. It has for its prime feature a cheese display. A few selected items in fancy groceries are used to complete the design, which is that of two castles with a bridge connecting them, below which flows a stream dividing the display into two parts.

The many different shapes of fancy cheeses, both in cakes, as well as jars and

tins, lend themselves to the working out of some good effects, as the drawing shows.

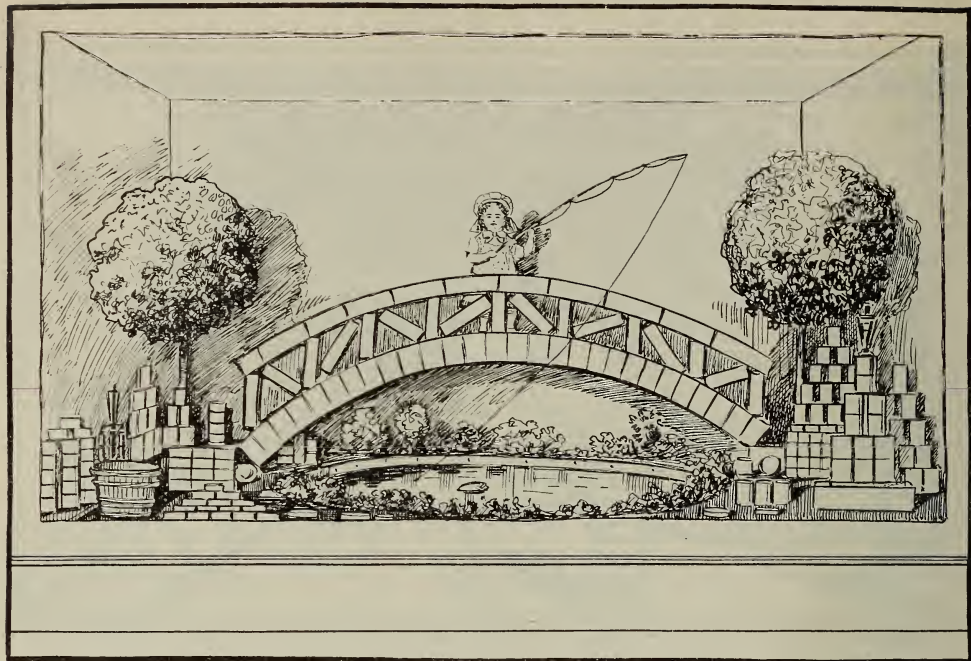
The construction, as suggested, can be worked out by means of using small Edams, or even the humble sap sago can be made to answer. Across the top is placed a small board, to the front of which is fastened the sign, as shown in the drawing. This sign, made of cardboard, can be cut in the shape of an arch, and so give the desired effect.

The castle itself, by means of the suggestion carried by the drawing, can be constructed in different ways by the use of many of the different varieties of cheese. Several wood barrel covers will come in handy in building the castle. At the base, and which is the foundation of the structure, are several small opened boxes of café cheese tilted at a sufficient angle to form the sloping base.

On this is laid the first circular shelf, for which purpose a barrel cover properly covered with white or colored paper, can be used. On this shelf may be placed a series of V-shaped pieces of cheese, which, for the sake of conservation and sanitation, should be covered with one thickness of waxed paper.

The plan is workable.

Here's Another Lent Idea



Here's Another Lent Idea. Fish en brine, smoked, but best of all canned fish, right now are to go in this window.

The usual variation of the actual water in the pond, the mirror can of course be used, but to get the proper effect the pond should be of real water. Do it right and it will pay.

A large shallow pan should be used for the pond itself. A dozen gold fish placed in the pond and pan encircled by a series of artificial or house plants and, if practical, an ornamental tree or shrub placed in each corner of the window.

The construction of the bridge is liable to give the window trimmer a little difficulty; however, it is not as intricate as the finished product represented in the drawing might indicate. A wooden structure of light lumber is necessary to form the foundation for the trimming of cartons which constitute the real decorative effect of the feature in the display, the bridge.

In constructing the basis for the bridge lids or sides of canned goods and soap boxes can be used. Measure the desired width of the bridge from approach to approach and mark it on the floor back in

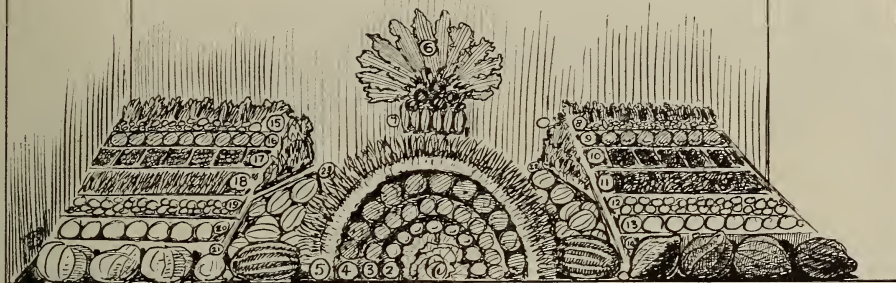
the store room. Then connecting these two points describe an arch with chalk. Split up a number of these box lids, and to secure greater resistance nail two of these strips together. After a sufficient number of these have been made ready nail the ends together, laying them on the arch drawn on the floor for the pattern until the skeleton of the bridge has been made.

After this is done the structure will be strong enough to stand on its own bottom and admit of decorating with the cartons, as shown in the drawing.

Borrow a doll from the nearest toy store, and if necessary that credit be given label it, "This is Jones' baby doll." Rig up the fishing tackle and put the doll at one end of it. The display feature is then complete and it is one not to be scorned.

Now put in a tasty display of canned fish, fancy imported fish specialties some of the smoked variety and the brined article. In the case of the latter it is difficult to put in an original package that will present a desirable appearance. Better a clean platter with one or two of the different varieties on it and a tag with the name of the kind, price, etc.

For Color Effects in "Green Goods"



A combination selling and display window—if to be sold from it must be renewed constantly—is illustrated. Fruits and vegetables compose it. The color scheme is well worked out and if a variation is necessary because some of the items are not available, use other articles which will carry out the same color scheme.

First construct the standards for the displays. Make them out of empty cases to fit the window. Brace them so that they will hold the weight. The illustration is sufficient to show what needs to be done.

The middle unit is started in the center with a head of cabbage (1). The other rows are as numbered: (2) apples; (3) oranges; (4) tomatoes; (5) onions, green, with tops. Bananas (7) and beets (6) cap this display.

The side displays, from top to bottom, are (8) and (15) celery; (9) red apples; (10) blackberries; (11) string beans; (12) red plums; (13) grape fruit or lemons; (14) squash; (16) peaches; (17) berries; (18) green peas; (19) apricots or yellow plums; (20) white apples; (21) pumpkins or summer squash; (22) and (23) water melons and canteloup.

The materials should be kept fresh by constant renewal and if this is done the window display may be used as a basis for sales.

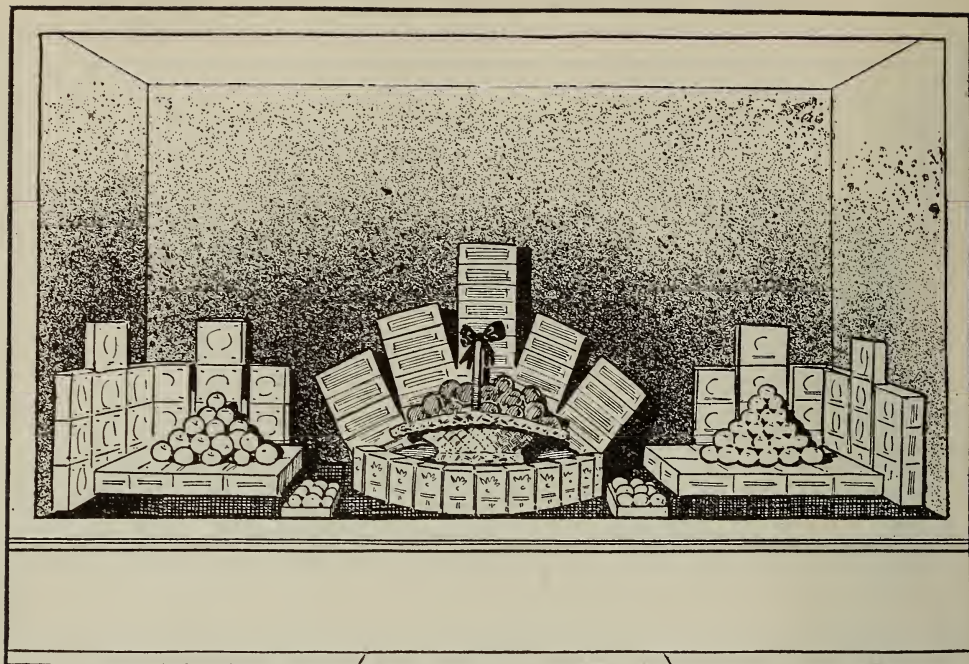
In the event your window is not wide enough for all three units, use one or more of them.

The next window is another one of those window displays arranged from a standpoint of decorative effect. There is a minimum of actual goods on display and the whole scheme is intended to conform with the warm weather tendency to partake only of the lighter and more easily prepared foods.

The point of attraction in this window is a contrast of color. It is the feature of the design. The apples are of the deep red variety and are highly polished; so appetizing in appearance that one would buy them even though he didn't like apples.

The window itself has the quality of neatness and cleanliness stamped on it throughout. The window glass is well cleaned and polished. The floor is spotless. The cartons used in the design are picked for their freshness and cleanliness and may contain a line of cakes and crackers.

In constructing the display, care should be taken to gain both contrast and harmony in color. The cartons should stand away from the background and up from the floor. A very good way to gain contrast between the display and the floor is to change the color of the floor by spreading paper of the desired shade.

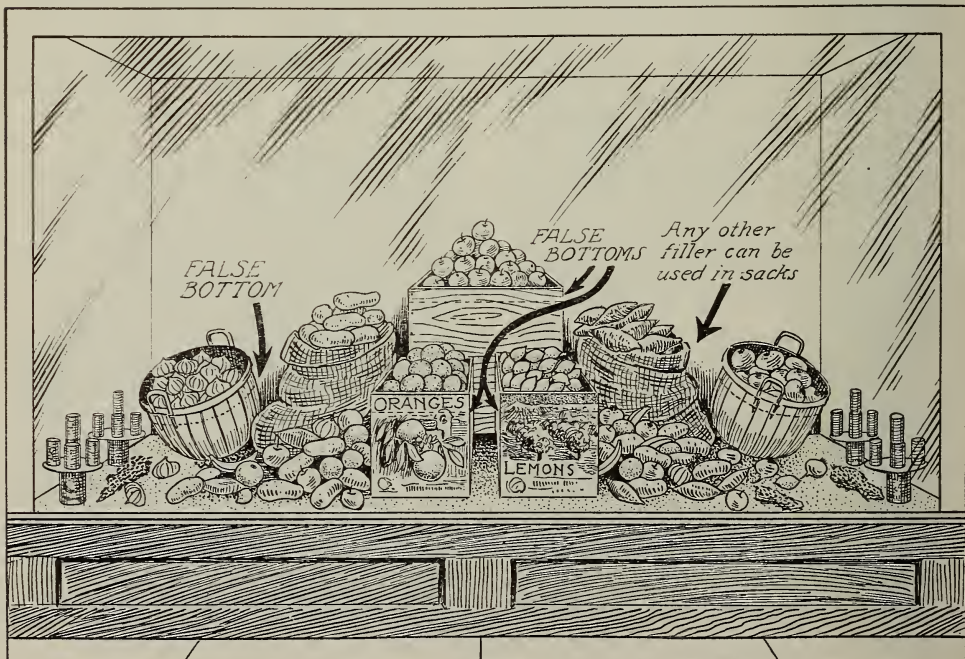


"Here's a suggestion for your Vegetarian Dinner."

This is a plan for a vegetable window wherein fresh fruits can be properly displayed. It will take but a very short time to arrange, and calls for only a small amount of actual goods.

Although the amount of goods displayed will be very small, the vegetables should represent the pick of the commission man's stock. Each variety displayed should be represented by a card showing the price and any special feature in connection with it.

For example on the 150s oranges, say,



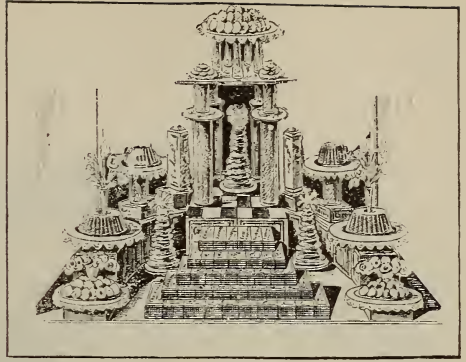
"The grower of this fruit has a reputation that he is proud of," or, "These are Florida oranges, and though not seedless are sweet."

In this display the boxes, baskets and sacks need not be filled with vegetables and fruits all the way through. Use a filler of paper or any other material that will give the sacks a natural appearance. By all means keep the stuff fresh and snappy. That is one important requisite in this display. Use any vegetables that you have, but the best stuff that the season affords in this line is to be brought in for this sort of publicity.

Some of all the varieties used in this window should be strewn around on the floor, and by placing a limited number of your choicest labeled canned vegetables on the floor among the fresh articles a very appropriate and striking combination feature can be arranged.

If the window is arranged on the plan outlined above, the natural appearance of so commonplace an assortment as fresh vegetables will in itself attract. On the other hand, a half peck of "Murphys" offered to the person guessing which sack contains the most potatoes or onions, will draw many eager faces to your window and many contestants to your store.

Where bakery goods are carried and in such stores where they have been given a share of the publicity in the window, it has



been found that efforts at creating a bigger demand have been fruitful.

But where the trade of a store runs into every branch of eatables and bakery goods are carried, an occasional effort at increasing the sale in that department should be made, and the window is a good place to begin.

In a window of this kind can be shown cookies, cakes and crackers, in addition to a line of large cakes and pastry goods, which owing to their nature will in the majority of cases lend themselves to a display of but a few hours or at best for one day.

In such cases the display can be made in such a manner that goods are sold direct from it. The window arrangement depicting a bakery-goods display shows the introduction of packages of gelatines, baking powders, fancy pastry flours, icing sugars, and bottles of extracts can be worked into the window to good advantage.

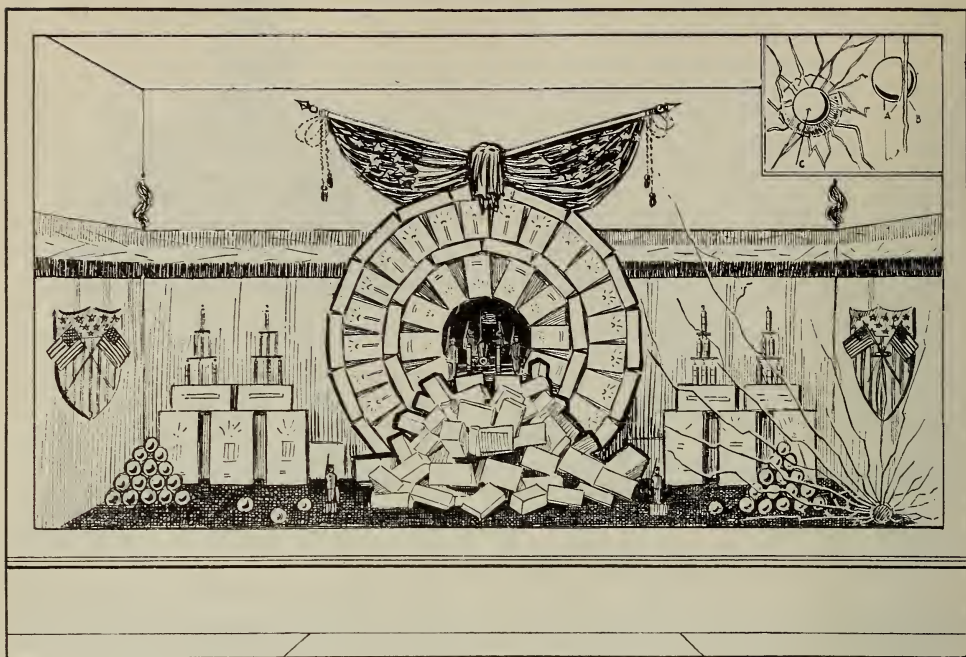
Tall glass jars filled with different varieties of shelled nuts are shown in the drawing supporting glass shelves, on which displays are also made.

Many beautiful effects can be easily produced by preparing the different flavors of gelatines, using the molds from which such cakes as shown in the drawing are usually made and displayed in the manner of large cakes in the drawing.

A contrast of colors should be aimed at. The preparation of the gelatine is a simple matter and various molds shown can be displayed in connection with the different sized packages of gelatine which will fit into good advantage.



Striking Decoration Day Windows



Decoration Day to many brings memories of less peaceful times than those prevailing now. The window described in this drawing is intended to give the impression of having been recently struck by one of those war-time cannon balls and lodged in the pane of glass at the front of the show window.

The effect of the entire window depends upon the effort made at faithful reproduction of the feature which is the main attraction of this scheme.

The small diagram in the upper left-hand corner describes in a simple manner the method of lodging the "cannon ball" in the plate-glass window. The cannon ball itself is nothing more dangerous than a wooden croquet ball first painted black and then sawed in two. The side view in the diagram shows each half of the ball glued on either side of the glass. If the small boy is likely to pull it off, place it higher up out of his reach.

To produce the effect of broken glass caused by the entering of the cannon ball will require some little care at arrangement. Pointing towards the ball and glued to the

inside of the plate-glass window are a number of pieces of broken glass of a shape to imitate the cracks converging to the ball. These pieces will not necessarily be of the entire length shown by the lines in the drawing.

To reproduce the effect of cracked glass extending from the ends of the broken bits of glass pasted on the inner side of the window glass, to get the best results and make the feature as effective as possible, it would pay to have a competent painter imitate the color produced by an extended crack in the glass, if his services are invoked, only to the extent of mixing the proper shade of green-gray.

The center back of the window is given over to a display of cartons in representation of a cannon's or mortar's mouth. The construction of this feature can be effected in different ways. The presentation of the soldiers in the center, the flags at the top, and the shields at each side of the window, give the window the patriotic air to convey the full purpose of the tightly lodged cannon ball in the window's lower right-hand corner.

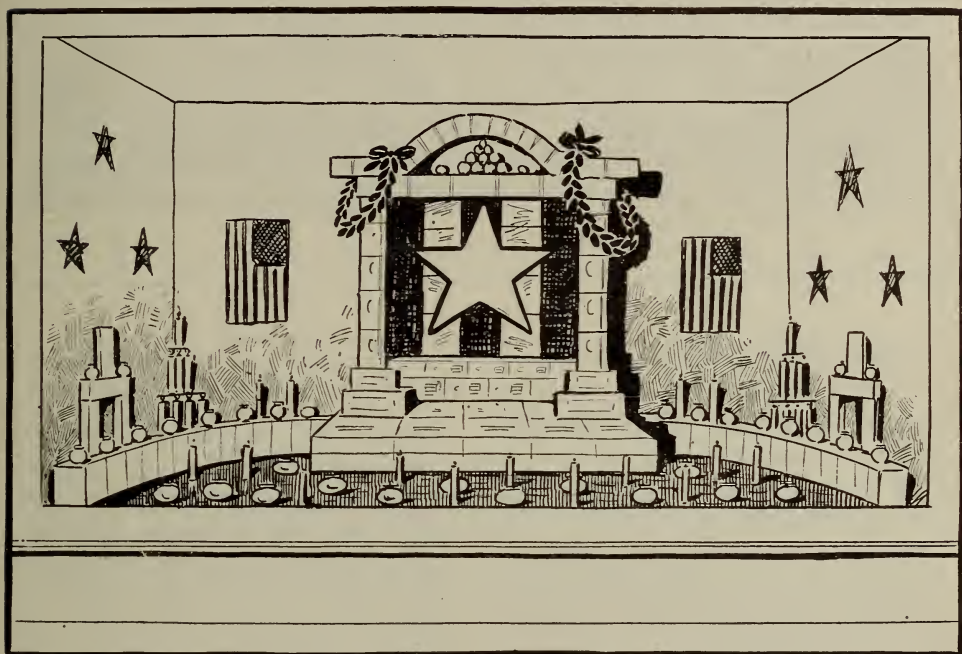
The second cut shows another Memorial Day window display suggestion. It is easy of adoption with such changes as it is desirable to make to permit the window trimmer to put in his own touch of individuality.

The more general observance of Decoration Day requires that the store windows be decorated in the most attractive manner.

Here is an opportunity to show patriotic

The background to produce a flag effect with red and white cartons. Make sure that the red cartons placed as in the illustration contrast nicely with the columns. Place a large star cut out of cardboard in the center.

To make a five-pointed star, inscribe a circle on cardboard, take seven-twelfths of the diameter and point off five places on the



spirit by trimming the windows with flags, bunting, flowers, and leaves in honor of the war heroes.

There are many ways in which the window can be decorated appropriately for this day, and in the cut is contained one suggestion which can be easily rendered with cartons, flags, banners, bunting, and wreaths. A few plants well placed and flowers scattered carelessly about among the cartons and other goods used for this idea will make a display that will attract attention.

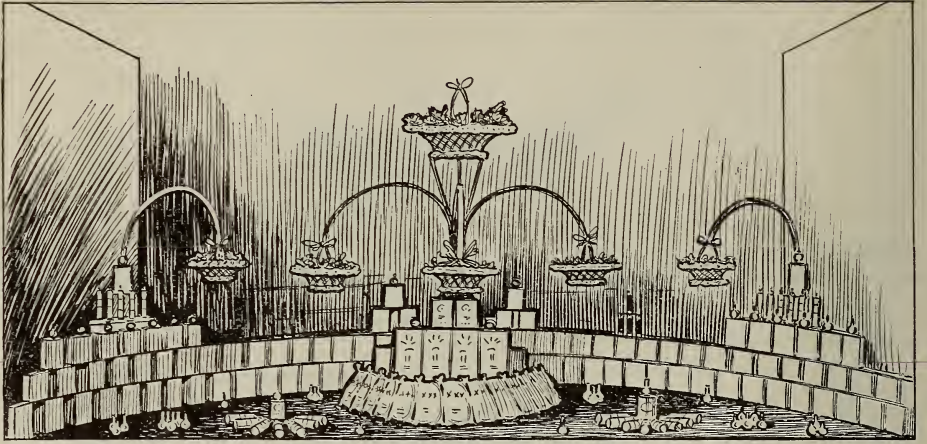
The monument should be made with cartons of a light color for the base and frame.

circumference. Connect these points with lines and cut out the star. Always be careful to produce a good color scheme.

The base of the monument being light, the ground it stands upon ought to be darker as suggested in the cut. This will give the desired contrast.

A flag at each side is good either hanging straight or draped in a careless sort of way. Don't forget the three small stars at each side wall. With small cartons, bottles, jars, fruit, and vegetables, placed about as shown, you can produce a display well worth your trouble.

A Basket Window to Announce Spring



This window should spell Spring in every part of the display. The opportunity to announce the arrival of spring is presented by this window, and it must be made to show up as the freshest and brightest window that has been arranged.

Six flower baskets are the principal features of the arrangement, and five of these are made to droop while the sixth is built up on the center pedestal.

Two of the five baskets are suspended from the corners of the window while three droop from the center pedestal as shown in the drawing.

For the arms to be used in supporting these baskets barrel hoops are especially adaptable, and it does not matter whether they be of the wooden or the wire variety. If the wooden hoops are used they should be cut in two and wrapped with green crepe paper or cloth, although giving them a coat of paint would probably be as acceptable.

The same method of decorating the steel hoops can be used, and while the latter will not uphold as much weight as the wood

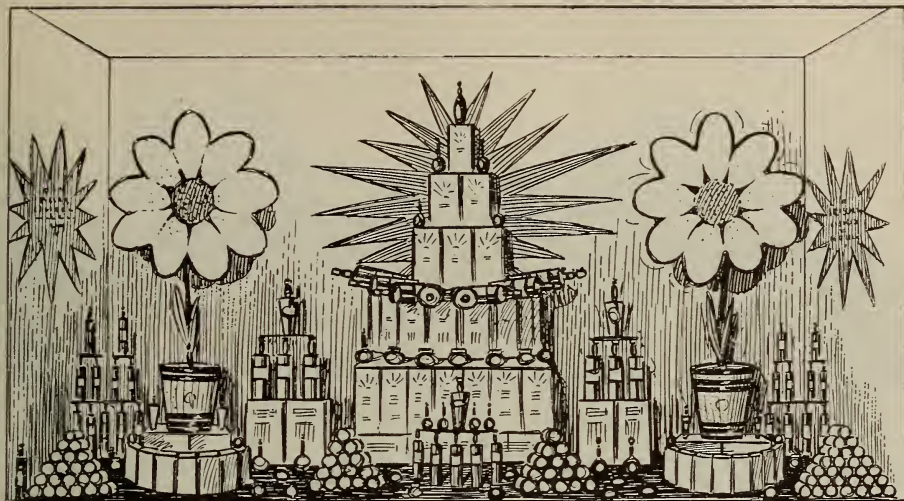
hoops the articles to be used in the baskets will determine which is more practical.

The pedestal is formed by using as a center support, securely fastened to the floor of the window, from the top of which extend three or four slender uprights to support the center basket, which basket, by the way, may be twice the size of the other five baskets.

Around this center post may be grouped various appropriate articles, at the base of which group goods in small bags. Carton goods are piled up to the height of the center post forming out the rest of the center pedestal. At the top of the center post are fastened three arms similar to the two others described, one projecting toward the front of the window and one toward each side of the window.

A wall of carton goods is formed in the shape of a semicircle and extended from one front corner of the window to the other, circling around in the rear of the center pyramid.

Trim for Window with High Background



The display window shown in the illustration might be mistaken for a florist's display. But it is not. It is a grocery window, pure and simple, minus most of the groceries. And for that reason the display will attract attention.

The two large flowers are cut from heavy white cardboard, the centers being painted yellow and dotted with white to represent sunflowers. Each flower is upheld by a wooden stem covered with green tissue-paper. The leaves which appear on the stem are of the same material.

These flowers are planted in buckets of earth, to carry out the effect.

The many-pointed stars on the walls are cut from different-colored cardboard, giving variation in color and life to the display. The stars tacked against the end walls serve also as window cards announcing something special on sale inside.

Canned goods, goods in cartons, and bottled goods are displayed in pyramids and are grouped effectively, adding much to the general effect, and bringing the window into touch with your stock.

An Artistic Layout for Bottles and Cartons

Don't fall into the common error of trying always to see how much stuff you can crowd into that window space. Too often a crowded window is advertising suicide.

The truth of this statement is evidenced by the fact that the largest stores, even in kindred lines, pay men good salaries to arrange their windows in the most attractive manner, and they do not try to see how much can be crowded into them.

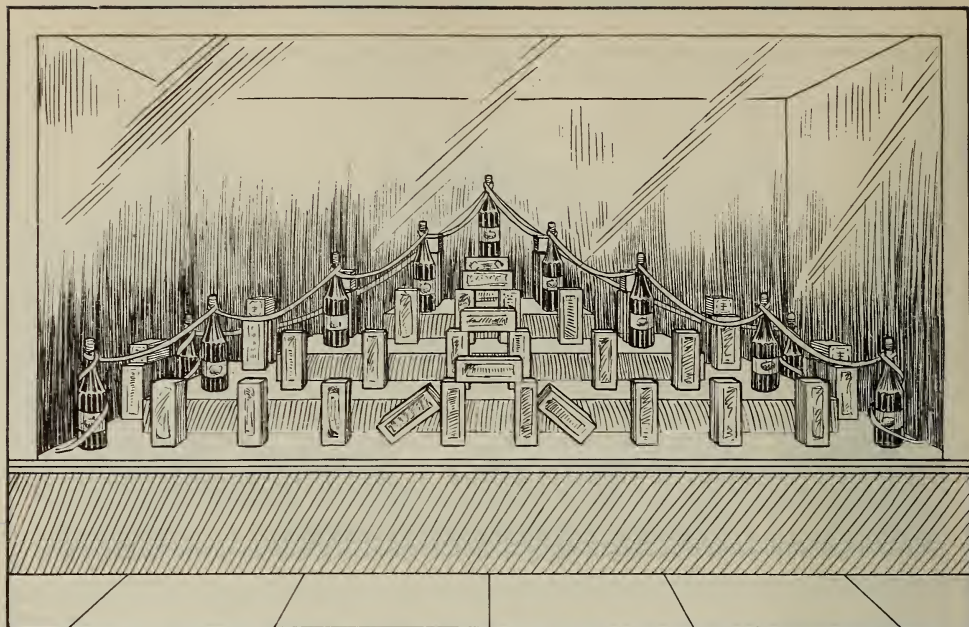
While a variety of goods is by no means undesirable, it does not necessarily follow that a great quantity of goods can be placed in the window where a decorative and pleasing arrangement is the aim.

Granted, if a special sale of fresh fruits or vegetables is contemplated, to show

great quantities of them in the window with the sale price in connection, is proper. In that case the window is temporarily the storage space.

For a display of fancy goods, a display of the *creme de la creme* of your stock, the display must spell simplicity. The window as indicated by the drawing on this page is of simple type. The arrangement in the window is simple enough, but look at it again. Is it not pleasing?

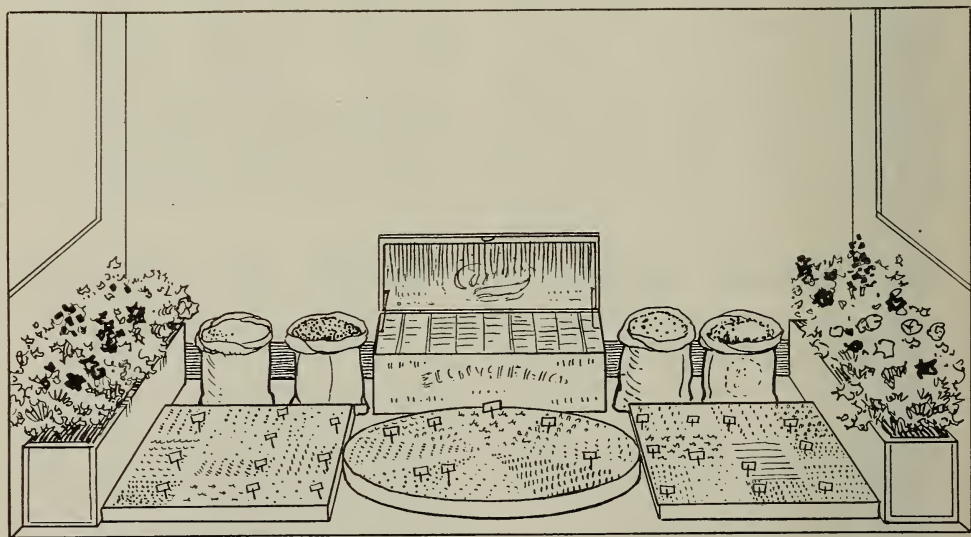
In arranging the stand upon which the display is placed, a small outlay for material is called for. But the plan of arrangement carries with it the possibility of much variety as this display platform is one of the window fixtures that can be used at frequent intervals.



The stand or base for the display is a four-plane pyramid, counting the floor as one plane, and any number of tasty variations may be contrived with this basis. In the drawing we have bottles and even-sized cartons in alternate arrangement.

Most of the cartons are placed upright on end and across the side and center.

Various little turns and twists can be given here and there and still the desired effect of decorative display be retained.



When spring tempts the back yard, porch, or window box gardeners, give them a seed window.

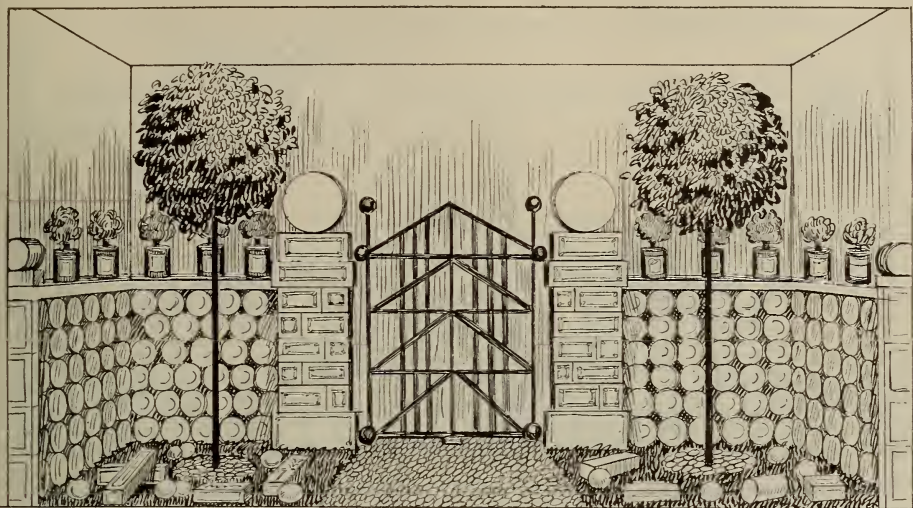
Seeds from the packet and bag to the bed and the flower box is the plan in this suggestion for a Spring seeds window which can be worked out in an effective manner.

At the rear is shown a case of vegetable

and flower seeds in packets and then several bags of bulk seeds. At each side potted plants in bloom are arranged in flower boxes.

At the front miniature gardens are laid out with dirt and early shoots of flowers or vegetables protruding in rows marked off with pegs and labeled as to varieties.

A Spring Window with a Garden Gate



Spring has entered and the gate is closed behind it.

Make your garden gate out of canned and carton goods. The wall can be built of cans piled one on top of the other until the desired height is reached, when flat cartons can be used as the top stone. The base of the gate posts is made of one large carton and the top of two cartons. On top of these place two cheese boxes on their sides. The posts at the sides of the window are made of cartons with cans placed upon the top similar to the method used in the center posts.

The garden gate can easily be constructed of laths so fastened together as to make a neat design. As there will be no youngsters to swing on it or elder ones to lean on it, it will not require as much work as appears at first glance. After all the laths are securely nailed so that the gate will not sag of its own weight, give it a coat of black paint, and if there are any ends protruding upwards or downwards taper them off.

Strips of colored paper drawn from side to side will lend attractiveness to the gate and give it a Spring dress.

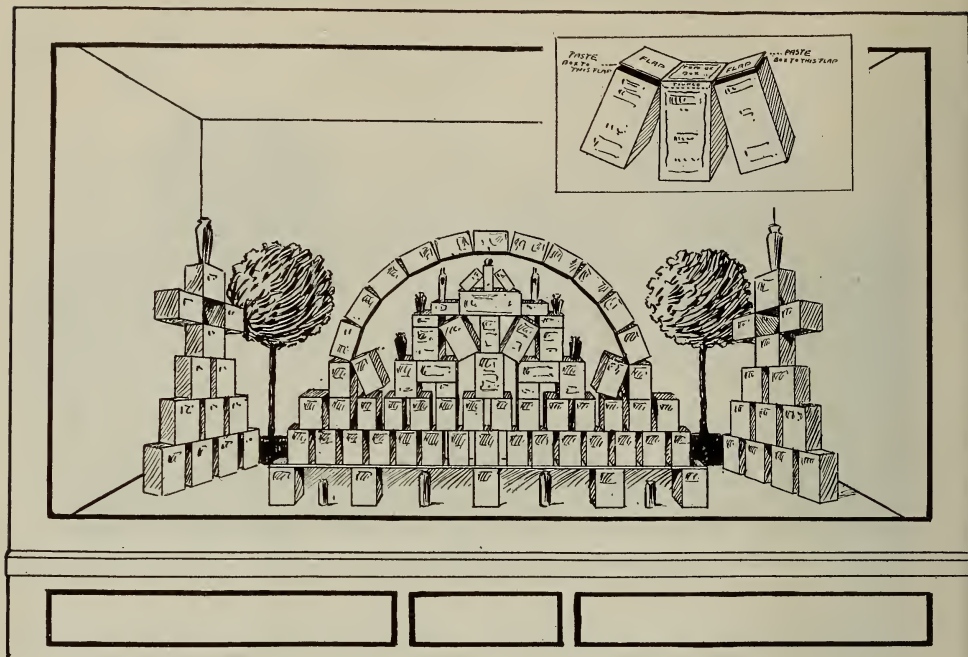
For the balls shown in the illustration use apples or oranges, which can be stuck on the sharpened points, adding considerably to the general appearance.

Now, to construct your trees, the first thing that is needed is a broom. Make a secure base for the broom to stand in, which can best be done by boring a hole in a two-inch board, which should be large enough to prevent the weight of the tree from tipping it over.

The foliage of the tree can be made to good effect by covering the straw part of the broom with excelsior dyed green, which method can also be used to represent the lawn and the plants upon the wall as well.

The lawn so made can be used as an excellent background for displaying your dried fruits.

Arch Window Display of Breakfast Foods



Empty cartons of this or that shape, color, and kind have been used in about every conceivable manner as window decorations.

Constructing an arch by using cartons is one of those many different methods. The window sketched in the drawing herewith had that sort of decorative feature and shows that a knowledge of how to use the cartons to best advantage is necessary.

In the smaller drawing in the upper corner of the window sketch, the method of building the arch is more clearly illustrated. In making this window a pot of paste is required, and this, properly applied to the dummy cartons, is about all that will be found necessary to produce the window.

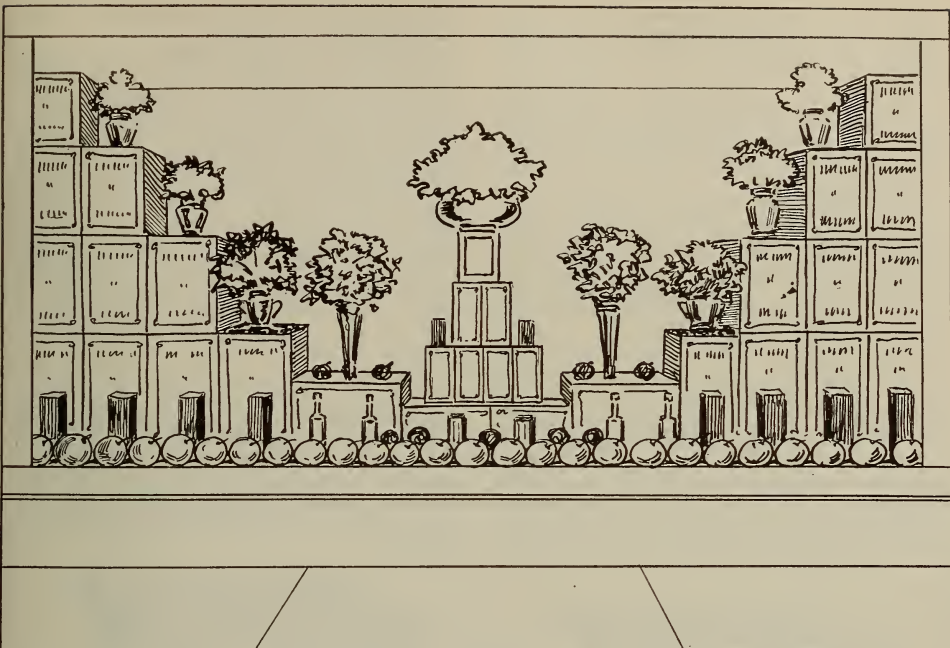
As the diagram in the upper right-hand corner of the drawing shows, the flap of one carton is fastened to the top of the box next to it, and by continuing that process to the

desired length, the arch can be described without any further support given it from below.

The body of this center pile of cartons is built up on a thin board which is made to rest on four or five cartons set on the floor of the window. Here again all efforts at overcrowding should be carefully avoided. The drawing gives a good distribution of the cartons used in this display.

The method of fastening the cartons as used in the arch also applies to the crosses described at the top of the pyramids at either side of the window. Here again empty cartons may be used, although the foundation of the pyramids may be more effectively and solidly built out of full cartons. With the setting in of the breakfast food season this window is particularly adapted to the display of that form of food coming in cartons.

A Breakfast Suggestion Display Plan



Here is another one of those special purpose artistic layout windows. As a suggestion for a breakfast menu it can be used to good advantage.

With fruits and flowers in abundance, the decoration of a window along the lines of the suggestions made in the drawing is an easy matter. Some of the ever-popular ready-to-eat breakfast cereals may be brought into a display, and with the method of decoration shown in the drawing, the too often stiff all-carton breakfast-food window is made into a real attractive display.

Pile the large packages of the popular toasted corn flakes, say two-thirds the entire height of the window at each rear corner of the window. Next a pile as high, lacking one, and so on to represent the step-like arrangement as suggested in the drawing. In the event of extreme width of the window, the plan of building these half-pyramids will have to conform to the size of the window, so that the lowest step will con-

nect with the center pyramid. The general idea is not difficult to reproduce.

Along the front of the window the display of fresh fruit called for is merely a row of the most popular fruit, and those especially appropriate for breakfast dishes, such as cantaloupes, grape-fruit, peaches, etc., are arranged.

In the center of the window a foundation is laid, by placing lengthwise two of the larger packages used in the two sides of the display. Upon this a pyramid of some smaller cartons of another variety of the ready-to-eat breakfast foods is used. A slight variation may be given the plan, especially if there is a special brand of coffee to be pushed.

The flowers or foliage form the decorative feature in this window. Plain vases and jars to hold the decorations should be selected, and one of the women clerks around the store held responsible for the restoration of the display every morning.

A Novel Window Display for Cereal Goods

Cereals have been put in windows in so many interesting ways that it is no easy matter to figure out a new method of display.

The idea in this plan is to make a table out of cereal packages; place this table in the window, and by placing on it linens, dishes and cereal, imitate as far as possible a breakfast table.

The three cuts, Figs. 1, 2, and 3 on this page describe the process of constructing the breakfast table, built by using cereal cartons. The matter of constructing this display feature is a simple one, and with one or two precautionary measures in mind the result should be effective.

The object is, of course, to make the table appear as nearly as possible as if constructed solely of the cartons. In the case of the table shown complete in Fig. 2, the surface is covered with forty-two cartons. Measure the width and the height of the cartons you intend using, and let the board for the top of the table be of a width slightly less than that represented by six times the width of one carton and

the length of the table board seven times the height of the cartons.

A similar but smaller board is necessary for the lower shelf of the table. This should be large enough to support five cartons one way and six the other. When beginning the foundation of the table it may be found advisable to reinforce the cartons shown on the floor of the window by means of placing at the back, out of sight, a thin piece of board of enough stability to relieve the pressure by weight occasioned by the quantity of cartons displayed on the top surface as well as the lower shelf, and then the added weight of the boards used as a basis for these displays.

On the four cartons, set at such a distance apart as will bring them at the exact four corners of the board shelf and their respective wooden supports, the first shelf is placed. This shelf is covered with the cartons to be displayed and of the same kind or product as forms the lower portion of the legs described by the four lower cartons.

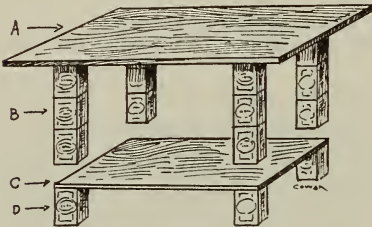


Fig-1

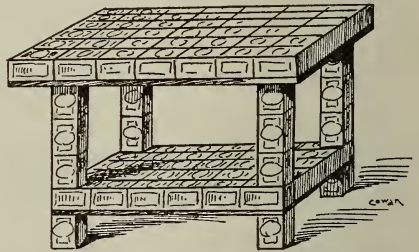


Fig-2

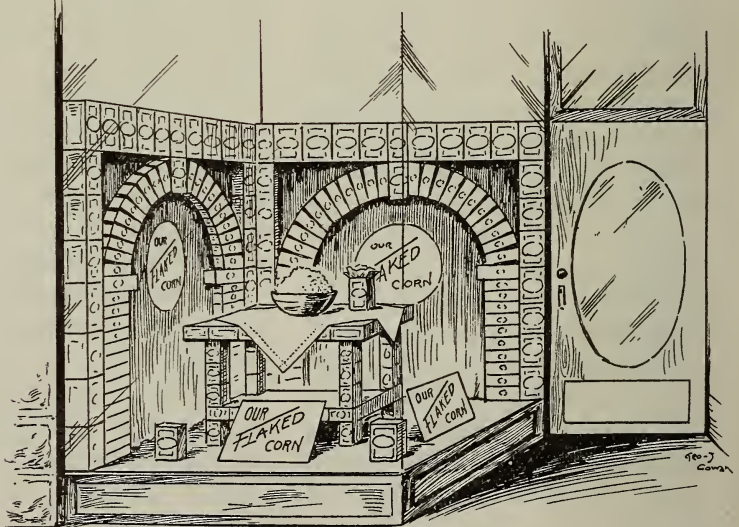


Fig-3

The rest of the construction is merely a repetition of the first steps in producing the table. Though a simple display feature, with proper care at placing and finishing off, it will be found effective. In the case of the four piles of cartons forming the legs between the lower shelf and the top of the table, it will be found necessary again to give the cartons support by means of placing a stick at the rear of the pile.

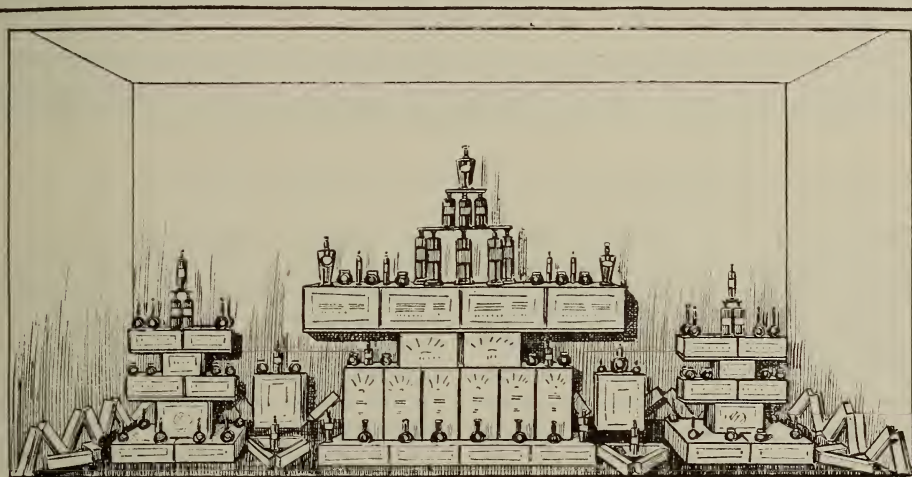
When the table is completed it looks like a table made entirely of packages. In Fig. 3 is shown a practical background to be used in connection with the table. First,

the background is covered solidly with some color of cloth or paper that will contrast well with the colors of the packages. This background is then bordered solidly with the packages and inside this border is built up an arch of them. This is all very clearly shown in the drawing.

Well-worded signs can be used to good advantage in this window.

Too many packages of the cereal should not be piled up in the window, as they will detract from the table and will not permit it to stand out as clearly as where there are no other groupings to conflict with it.

An Artistic Carton and Bottle Plan



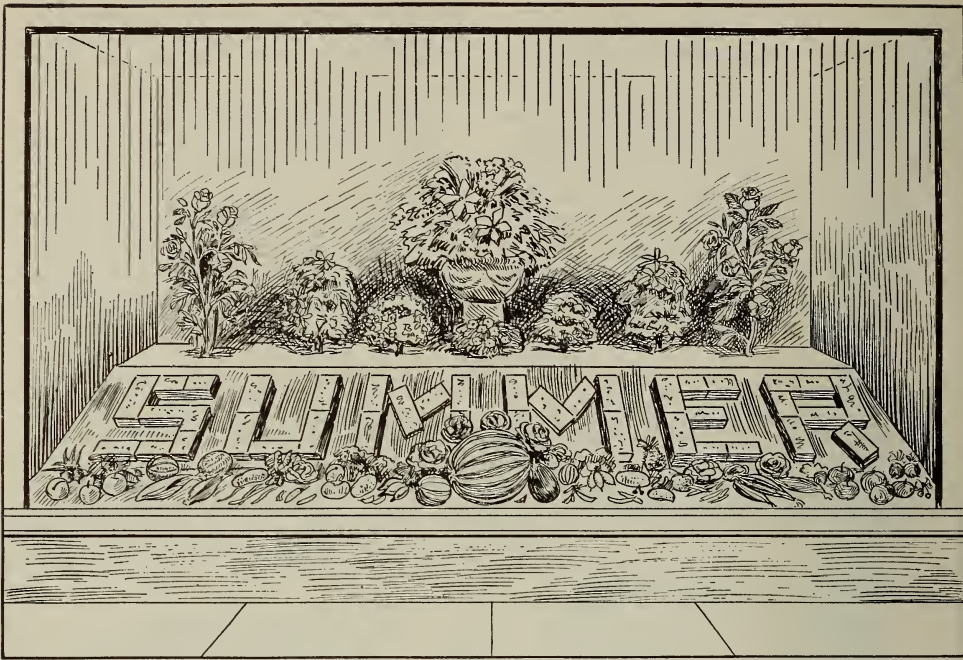
The arrangement in this drawing is a bottle and cartons window with a pleasing variation of the none too artistic style on which the majority of this sort of windows are based. A simple and artistic grouping of cartons decorated with bottles is to be seen in the plan laid out by the sketch shown on this page.

An effect a little out of the ordinary is produced by the arrangement, yet the scheme of layout is not intricate, and sim-

plicity is one of the most essential points in window decorating. In this design this point has been kept in mind, and as a result the merchandise stands out in a good, bold, and striking manner.

The center group is built of rather large-sized cartons piled on top of each other. The four cartons on the top layer rest on a thin board. By so doing, they are strong enough to hold the bottles that are placed on top of them. Thin boards are also used on the two end groups.

A Simple Summer Window Plan



When the calendar and thermometer tell us that Summer is here, the natural tendency of the appetite is for light things to eat. But frequently it is due to a lack of variety, displayed to the consumer and the manner of exhibiting and care of the goods that the buyer is not tempted to eat more of the lighter things.

The Summer food window is designed with fruit, vegetables, and some flowers for decorative effect. A terrace is built of boards, the elevation being constructed by means of placing empty boxes under the plane and the terrace built up to this by placing boards on an incline at the front and side.

Green crepe paper or cloth is used to cover the terrace and plane and on the incline at the front is shown the word Summer, made by using such goods as will fit in with the general idea of the summer goods window.

Cartons of potato chips, gelatines, toasted corn flakes, and other breakfast dishes, which

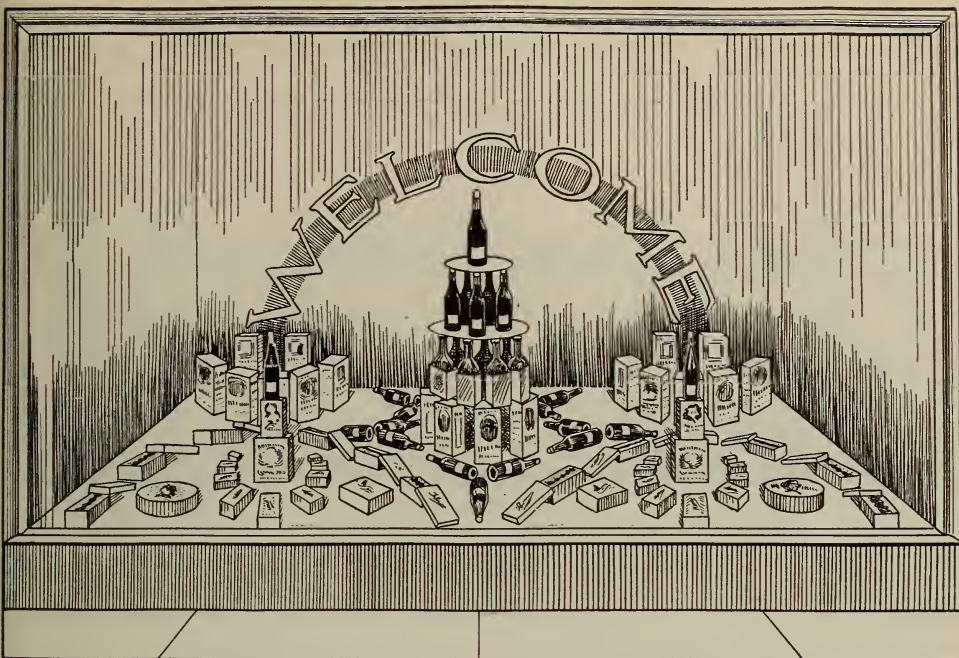
if the terrace is of sufficiently large proportions, will answer. If a little extra time is given the front terrace, bottles can be used to spell the name Summer and these in a variety, a different kind and color of bottle for each letter will make the word stand out very much more strongly than will the average carton.

For a variation of bottles, there are many to be drawn from that will spell Summer by displaying their contents.

Salad dressings, mustards, olive oils, olives, pickles, grape-juice, the various other beverages, maraschino cherries, bottled vinegar, strained honey, and other bottled goods that with proper alternation will present a color scheme that in itself breathes freshness and promises the refreshment for which Summer weather creates a craving.

In the top of the plane, openings are left through which are shown the tops of plants. In the case of real plants the pots are concealed under the structure and the paper or cloth covering brought closely around the stem of the plant or flower to give them the appearance of growing out of the top of the terrace or the plane. Artificial flowers may be used to better advantage.

A "Welcome" Window of Refreshments



On one point we are practically all agreed. We are all of us always longing for the warmer days of Summer. When they do finally arrive and are here to stay, they will be mighty welcome.

So a WELCOME window in anticipation of those warmer days offers a good window plan.

That with those warmer days arrives the season for beverages, we all know; so beverages must make up this window. Included in that list are many profitable articles of liquid refreshment: Grape Juice, Ginger Ale, Root Beer, Soda, and other beverages.

In the center of the window represented by the drawing, is a pyramid of cartons and bottles. In arranging the platforms for the second, third, and fourth tiers the most satisfactory and presentable base is obtained by using circular pieces of glass. Candy pail-lids, covered with bright-colored paper, will answer the purpose, if the glass in circular form is not obtainable.

On the floor and encircling this pyramid is a five-pointed star, having three bottles to each point. In each of the rear corners five cartons are arranged semi-circularly around two others, and towards the front

opened candy and cake boxes are arranged in similar manner, with the lids shown leaning against each box, and so bring out the attractiveness of the package as well as the inviting appearance of the contents.

It must be remembered, however, that this class of merchandise is very easily affected by the sun, and even though its direct rays do not strike it, damage will result from too long exposure during warm weather.

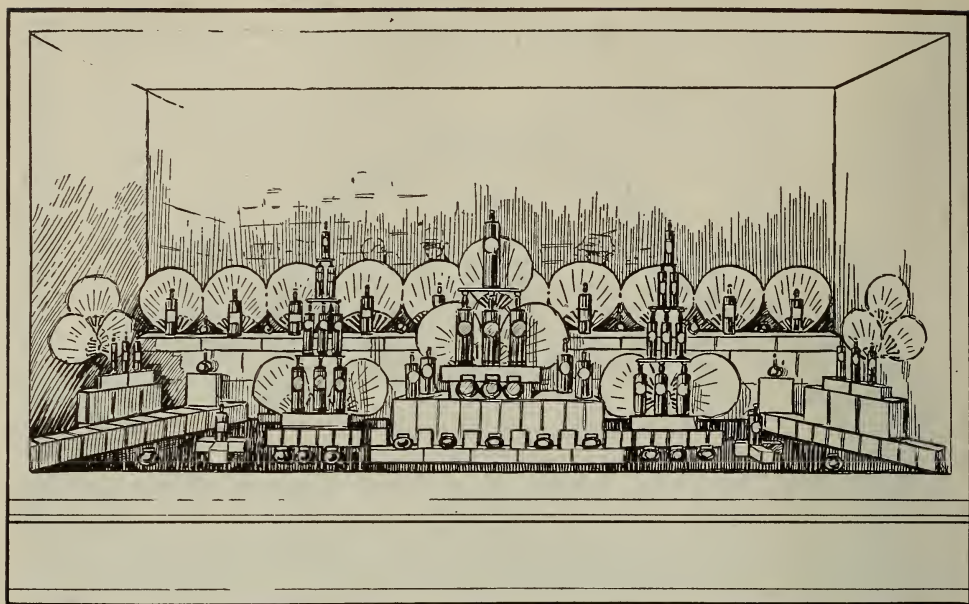
In other words, the daintier the candy, the quicker it will melt and become absolutely unsalable. If there is danger from this source, it is well to display only the closed empty cartons and let the general arrangement and the suggestion of what is in the packages create the demand.

The letters in the back of the window say WELCOME.

If the back of the window is not partitioned, the support for these words can be constructed of a wooden strip or heavy wire, bent to form the arch as shown.

The letters are made of cardboard of sufficient stiffness, and given an attractive color, preferably gilded. With the aid of a pair of tinners' snips, the letters can be cut out of tin plate, and in that way overcome the possibility of their bending or warping.

Fan Display for a Breezy Window Effect



This is a window for the kind of weather when the fan is stirring around everywhere.

Baseball, palm, electric and others.

In this window the favorite palm leaf fan is used for decorative effect and for the purpose of giving the window a cool appearance, which, with a carefully selected list of goods, can be accomplished.

As a connecting idea give one of these fans to the lady customers. Stamp the name of your store on them by all means.

For the groceries to be displayed in this window, bottled goods and jars are the thing. Beverages of all kinds are appropriate, and in fact any of the lighter things, the refreshing and invigorating stuff. In this display olive oils must not be overlooked, as it is salad time, and that calls for olive oils and salad dressings.

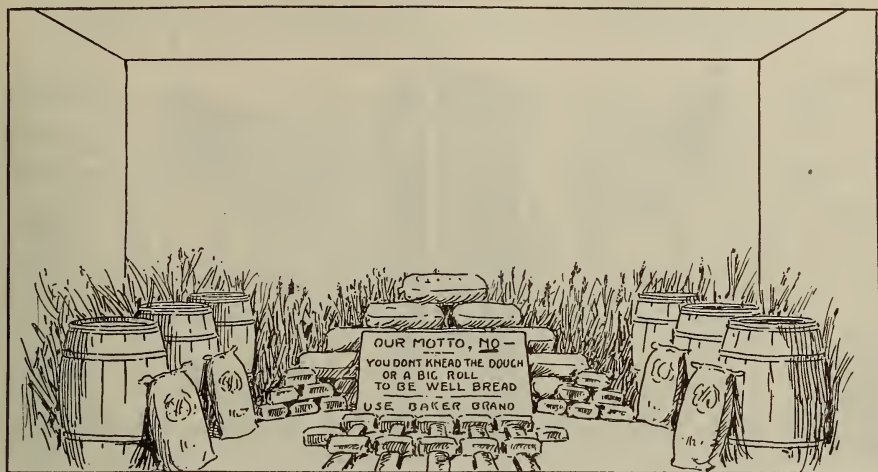
This is one of that kind of windows which will not admit crowding. It is a case of handle with care, and to get a good effect don't put too much into the window.

A very natty but conventional border can be constructed with the fans to get that breezy appearance into the display that the season makes necessary. By grouping three of these palm-leaf fans together a clover leaf can be made, and these so used will relieve the monotony of the trimming that a continuous display of the single fans is liable to create.

There are various ways in which the bottles can be arranged in the window. Cover the space; that is, do not leave any large blank spaces, but don't crowd, please. Easels can be formed by tying the handles of the fan so that the clover leaf described is presented and the easel formed by resting the display on the two lower fans, which differ from those in the illustration in that they have the handles tied together with a bottle or two tied in the center.

Otherwise the general arrangement of the bottles can be varied or the plan shown in the drawing followed, which shows a good arrangement.

A Cause and Effect Flour Feature



To appeal to the natural hot weather inclination of the woman customer to stop baking, is this window's mission.

Home baking is temporarily suspended during the hot Summer months in many homes. Sales of flour will drop off and a bread display is in order. A display of even the best brand of bread to be had in the town, when installed without any feature to make it attract the attention of the passer-by, will be stale five minutes after installed. In the cut on this page is shown a plan for connecting up the finished product with the raw material in two stages of evolution, and what might otherwise be regarded as a commonplace display is instilled with a little of the unusual. The result will be that the display will receive attention.

The three stages in the process of bread production are depicted in the window. There are the stalks of wheat as taken from the field, the same wheat prepared into flour shown in barrels and sacks and then the product of the bakers' skill is displayed in a limited showing of the store's best seller in the form of the "staff of life."

As background for the sides and rear walls of the window is a border of wheat stalks with a well-arranged showing of the heads of wheat prominent throughout the line of stalks. The size of the window permitting, three barrels of the store's brand of flour are arranged along each side of the window. At the rear a simple piling

up of 5's, 10's, 24's, 48's and even 98's are shown. An appropriate sign card, such as the one shown in the cut, is placed against the pile of flour sacks so constructed at the rear of the window, and a wording similar to that shown will help to catch the eye of the grocery buyer on the outside of the window.

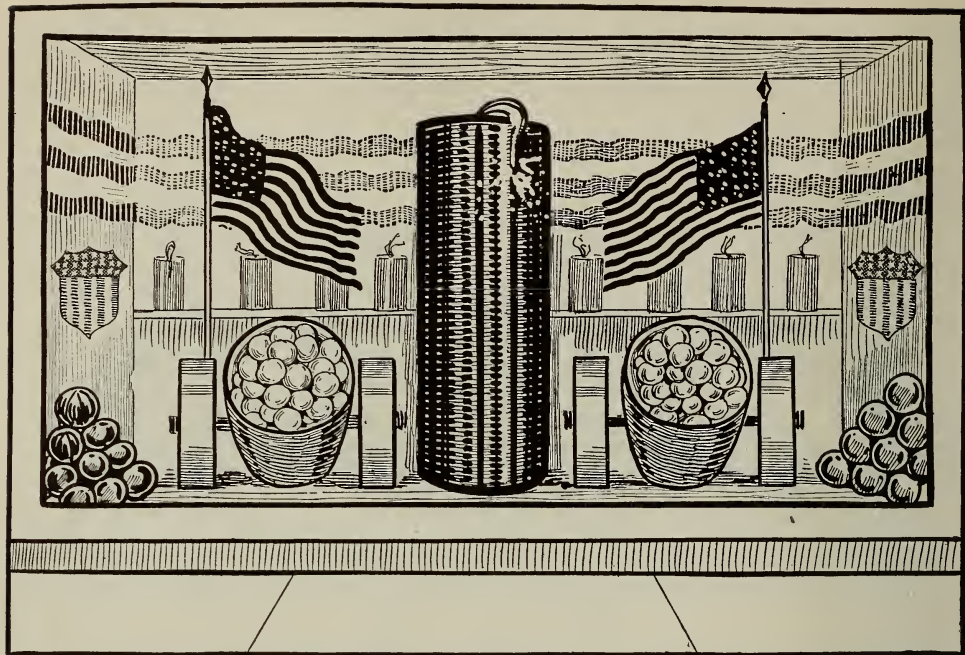
(Continued from page 41)

as clean and up-to-date an appearance as could be desired. The entire front is made pyramids of cartons and bottles, all arranged symmetrically.

The floor proper is divided into four booths, each containing different goods. The booth on the left contains preserves and pickled stuff. The next on the left of the center is given over to teas of different kinds. Booth No. 3 is devoted to coffee displays, both in bulk and in cans and packages, while the fourth booth is used to display candies and nuts. These displays are representative and good at any time of the year.

The platform of this window must be substantial, as it is called upon to bear considerable weight. Wood braces should run up from the floor and the platform itself is made from long boards upon which cartons are piled.

Sane Fourth Window Suggestions



Here's another appropriate window display which will fittingly announce the coming of the glorious Fourth.

A giant firecracker in the center of the floor made of strawboard and covered with red paper of the firecracker shade will make a good starter. A fuse of rope hangs down over the side.

A mortar is constructed on each side of the big firecracker. Each "mortar" consists of a barrel, two cheese boxes and an axle. Each mortar is well loaded with either apples or cantaloupes. A false bottom may be built well up in the barrels so that they will require only a minimum "charge" and still appear to be filled.

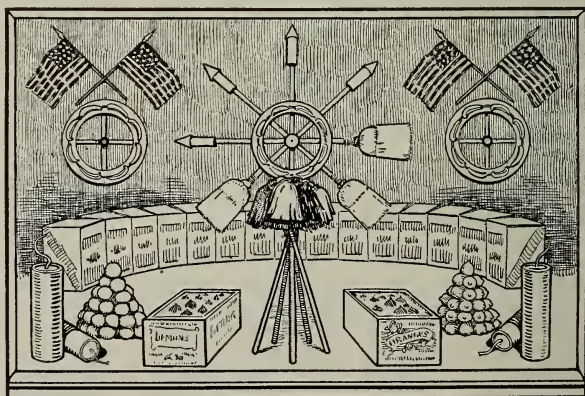
A United States flag floats above each mortar, and electric fans, pointed upward and placed in the two forward corners behind groups of watermelons or cantaloupes, furnish the sea breeze to wave the emblems of liberty.

On a ledge in the rear of the window is a row of cans covered with red paper, to resemble firecrackers. One can placed above another and wrapped with the red paper makes about the right length for each firecracker. Fuse can be made from rope or cord, according to size desired.

Below is another fireworks window of harmless imitations.

There is no danger. The insides of the crackers are composed of yards and yards of the wrapping paper. The cannon crackers are made of the rolls of manilla or straw paper, as they come to you before they are put onto the cutter.

At the front is shown a cracker that will measure, say, 24 inches from top to bottom. It is covered with red tissue-paper with the exception of a bare quarter inch at the top, which is left to show the yellow paper and so represent a real giant cannon cracker.



The top end of the cracker is also covered with the red paper, and in the center is stuck a short end of three-eighths or one-half inch rope to make the fuse.

Rolls of paper of different widths can be used and the narrower placed so that the rows will graduate from large at front to small at back.

At the front and center of the window is shown an orange box filled with sawdust and protruding through the sawdust are to be seen the tops of giant torpedoes which have been constructed by covering with red, white and blue tissue-paper twisted at the top into a point to resemble the torpedoes the youngsters like to bang onto the sidewalk or against the side of the house. These can be represented very easily and effectively.

Immediately in the rear of the box of torpedoes is arranged a group, a dozen or two, of cotton mops which are tied together near the top, that is near to the head. The number to be used in this group will, of course, vary according to the size of the

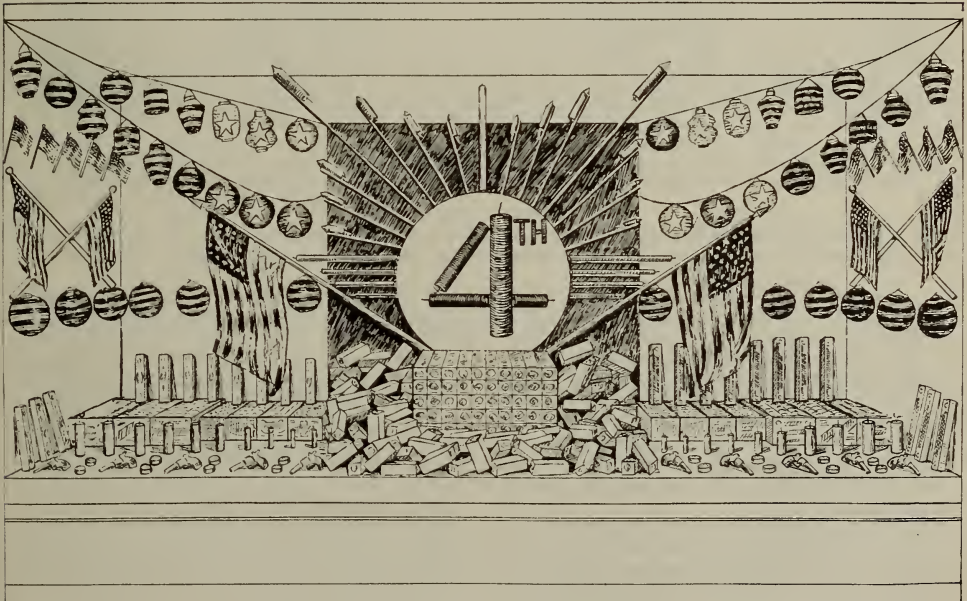
window. But a large bunch will make a good effect.

To bring out a very pleasing effect in this group of "cotton heads," take each mop separately and divide the threads into three equal parts. Dip the outer right-hand bunch of cotton into red dye, skip the center bunch and color in the same method as the first, the other side blue. Treat each mop in this manner, and after they are all colored and the last color is thoroughly dry, group them together, taking care that the colors show separately in the display to get the proper effect when they are all grouped together.

At each side, on the rear wall, are pin-wheels that can be made either from small wagon wheels or a wheel can easily be made to hold the bananas that are to represent the sizzlers on the pin-wheel. The spokes of the wheel can be painted red, white and blue, or small flags or bunting can be used to decorate the wheel.

The groceries in this window are fresh fruits. Let it be a fruit window from start to finish. Pile up the lemons, the oranges, the apples and every other kind of fruit the store has to offer for the Fourth.

Decorative Arrangement of Real Materials



The plan is intended for adoption where real fireworks are to be pushed for the "Fourth of July" celebration.

Jap lanterns, fireworks, a frame of very

light lumber, covered with bunting or simply red cloth and a few flags, form the basis of this window, the details of which are easily worked out from the illustration.

When the annual celebration of Independence Day is due, here is a window plan that can be used to celebrate the Fourth and is adaptable as well for other national holidays. The layout is a simple one and designed to get the best effect for the smallest amount of labor and time.

At either side of the window are draped large American flags and so arranged as to produce a curtain effect. These flags may be of a size conforming to the dimensions of the window and for that reason selected to fit the individual window to be trimmed. With the two flags at each side of the window the general plan of decoration is intro-

duced, and as the drawing will show, is carried out throughout the entire display.

The class of groceries displayed in the suggestion in the drawing are carton goods and may be varied by using canned goods appropriate for a Fourth of July holiday lunch whether at home or at picnic. In the drawing three pyramids are built of cartons and these connected by arches made of the same material.

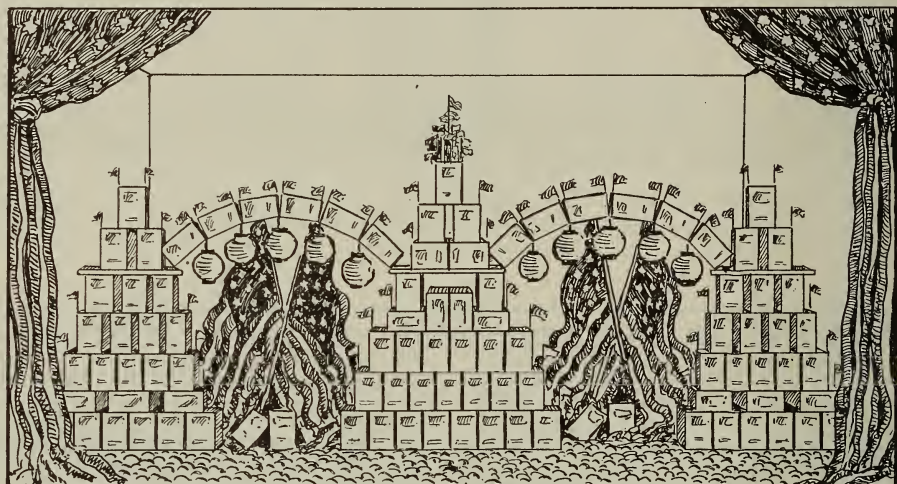
If the cartons are built up near the rear of the window the plan of crossing two medium-sized flags as shown can be followed easily. Suspended from the arches are several Japanese lanterns and these may be illuminated at night by means of miniature electric bulbs, which if strung as a series can be connected with the store service wires.

To finish the decorative scheme and give the whole a patriotic air, small American flags are inserted at the ends of the cartons under the flags.

The floor space at the front of the window may be utilized in a manner fitting the particular holiday which the window is to commemorate.

For a Fourth of July window background cover the background perfectly smooth with plain white crepe paper and leave a border of dark blue.

Then make six huge dummy firecrackers out of builders' paper rolled in cylinders—cover with red paper. These should be the same relative size as those shown in this



drawing. Put short pieces of clothes line with a frayed end in each dummy firecracker to represent the fuse and touch up with red metallic flitters to represent sparks.

Then make a circle of wood or heavy cardboard, like the one in the center of the drawing. This should be covered with white crepe paper and filled in with stars and stripes.

The pendants below this circle should be opened bunches of firecrackers. A small circle in each corner, one with 1776, the other with the present year, can be draped with two flags each.

In the foreground, such seasonable items as pickles in jars and bottles, olives, peanut butter, etc., can be shown, or if a line of Fourth of July goods is carried this background will serve very effectively for a display of such goods.

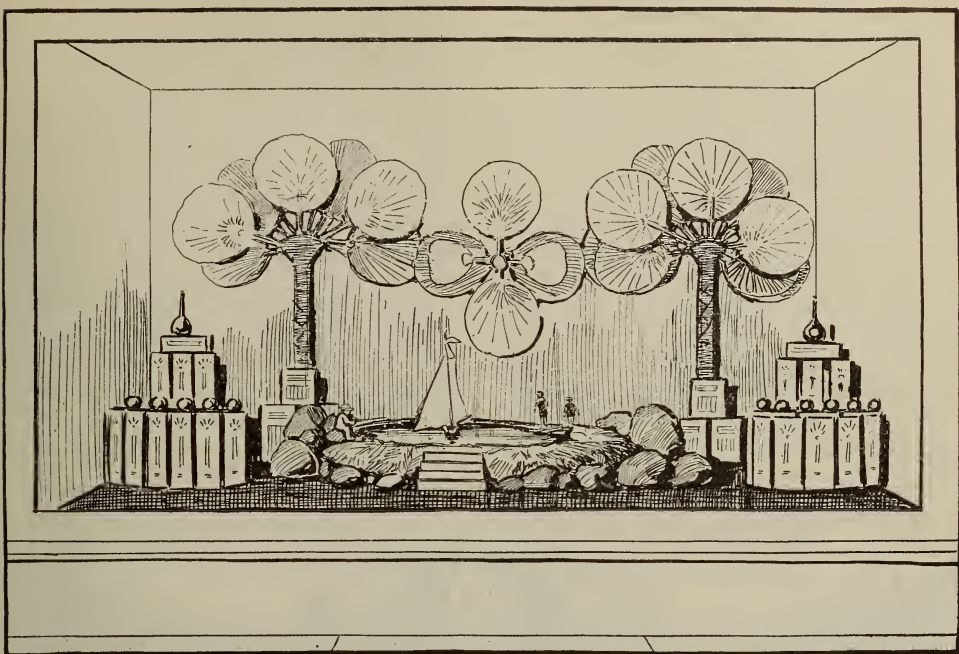
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Here's Another Good Summer Window



Represented here is another simple plan for display that will arouse the interest of everyone especially during the first warm weather. Vacation days are at hand and this miniature scene pictures one way of spending them.

To gain the lake effect, a large, shallow dripping pan filled with water is used, or a large mirror laid flat in the window will serve the purpose. The shores are easily made with the aid of a few stones, together with a quantity of moss gathered from the forest, or if the color of the sweeping compound which you use happens to be green, you are in luck as this will do just as well and will save much time and some trouble as the moss dries out quickly.

Several dolls dressed in bathing suits enjoying a dip in the lake or reclining on the shore gives life to the scene. Another is try-

ing his luck with a fish pole, while still another is floating about in a sail boat. The sailing craft, if not among toys in your store or household, can be found at any novelty store at a trifling price. If the mirror is used for the lake, the boat may be made to "float" by cutting it off at an angle at the bottom.

In the background and to one side stand two mammoth palm trees, the foliage of which consists of palm-leaf fans.

At the extreme right and left of the window is displayed merchandise that will appeal particularly to those planning a vacation or camping trip, or the window feature may be used simply as an attraction, and any goods displayed which the merchant may desire to advertise. However, it is generally considered advisable to display goods which the window feature suggests.

June Bride Grocery Assortment Window

June is the month of sunshine, flowers, picnics and brides. One of the first requisites in those newly launched households is a supply of groceries.

What's more appropriate or timely for a window display than a June bride assortment of groceries?

Arrange three or four assortments, ranging in price from \$10.00 to \$25.00, containing a well-selected lot of foods for the first order in the bride's pantry. Work in the necessary staples and the fancy table items as well.

Group each assortment separately, place a card on each group showing the "make-up" of the order. At the bottom show a

card reading something like this, "Is this your bride? Give us your address and we will deliver this complete assortment for \$15.00," according to the value of the lot.

This will act also as a suggestion to those fond relatives or friends who don't want to give silver as a wedding gift.

The drawing shows the arrangement for the decorative features. If you do not happen to own a figure, borrow one from your dry goods friend around the corner. The figure can be draped effectively with ordinary cheese-cloth. A bunch of celery, along with a few radishes or other small vegetables, makes a very acceptable bouquet for the bride to carry.



Tackling Trade with a Football Play

When the heroes of the gridiron and the pig-skin hold the spotlight in the field of sport have a football window.

The principal feature in the window is, of course, the figure representing the player. He is to do nothing more than pose, and for that reason has no more head than a moderate-sized pumpkin, no more backbone than a broom-stick or two, and no more resist-

ance to his body than that which a stuffing of straw or cotton will give him.

The matter of appearance of this figure depends, of course, upon the amount of effort given the construction. It is entirely permissible that he look battered. An old sweater tightly stuffed with straw even to the hands, which are represented by gloves, also stuffed and sewn onto the arm ends;

the same method employed in the case of the trousers, stockings and shoes will require rigidity that can be given the whole by forcing a broom-stick, sharpened at one end, up through the entire body until enough appears at the top to force the pumpkin head onto.

The figure is completed by means of the addition of a round tin baking dish, with a mason jar lid attached by wire to either side to represent the ear guards. A nose guard form the near-by sporting-goods dealer completes the head after the eyes and mouth have been cut into the pumpkin.

The point to be brought out by the window display is that your brands in the various items in the store have won out in previous years and are still champions.

The goal with proper care may be effect-

ively created out of canned goods. The two uprights as well as the cross-piece require the support that can be given them by means of placing a stick, long and strong enough to reach the entire length, and of a width that will be concealed from the front by the cans themselves.

Two strands of colored ribbon, not too wide to prevent the hiding of the label, wrapped tightly around the support and the cans, one from each side, will make the posts rigid. In the case of the cross-piece the supporting timber will have to be under neath and towards the rear to avoid as much as possible its being seen from the front. Here again the winding from two sides of lengths of ribbon is necessary.

The remainder of the window is self-explanatory and may be completed in a score of different ways.



Basic Plans for Window Display Groups

Displays made up of various groups of foods symmetrically arranged in the window first attract the eye and then hold the attention while the display is being studied.

The building of these groups sometimes taxes the ingenuity of the man who trims the window and it is for the purpose of lightening his task and to help in the matter of getting the most out of that window space that a few fundamental construction units should be available. The drawing herewith shows one of these units.

In Fig. 1 is shown one of the simplest units forming the basis of many grocery window groups. This "pyramid" unit is formed by merely placing two tomato cases or soap boxes side by side lengthwise. On top of this end and in the center from front to back, as well as side to side, is placed another case of the same size.

With this simple pyramid as a basis, a few variations can be worked out by placing a number of smaller boxes such as six-pound starch boxes on the floor of the window against the edge of the two boxes. A series of smaller boxes and packages can then be placed around the top box, whereby is created a series of four steps or shelves. Where the four shelves are used, the surface would admit of the display of smaller packages of bottles of foods. The display of groceries shown in Fig. 1 has for its foundation three boxes describing the unit in Fig. 1. Around the base of the pyramid a

double row of cans, such as were originally contained in the case, is arranged.

In Fig. 2, another row of cans is placed in front of the lower row on the second shelf, thus making three steps on the shelf surface given by the two created by unit shown in Fig. 1, and from that on the usual monotony of a pyramid of cans may be relieved by arranging a series of bottled goods and packages on top of the top box and carrying the pyramid idea to completion in an attractive display. Many of the medium sizes of bottles adapt themselves to the display shown in the topping off process to give the pyramid a pleasing appearance.

The upper shelf shown in Fig. 2 is supported by four cartons, or if added support for the very top display is desired, a small box to bear the necessary weight of the top display can be used and the cartons and bottles placed around. A glass shelf will lend itself well for use as the top shelf. A paper-covered board will answer, however, and on this is built the final display as shown in the second cut. The bowl of fruit as used in the drawing gives the whole a finishing touch that adds much.

With suggestions such as these, the man who likes to see what he can do with the window will be able to work out many ideas. The pyramid in the rough, together with a suggestion for building up on it, is probably the most simple beginning in the window group display construction.

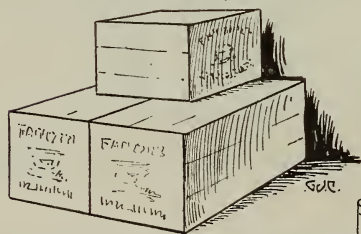
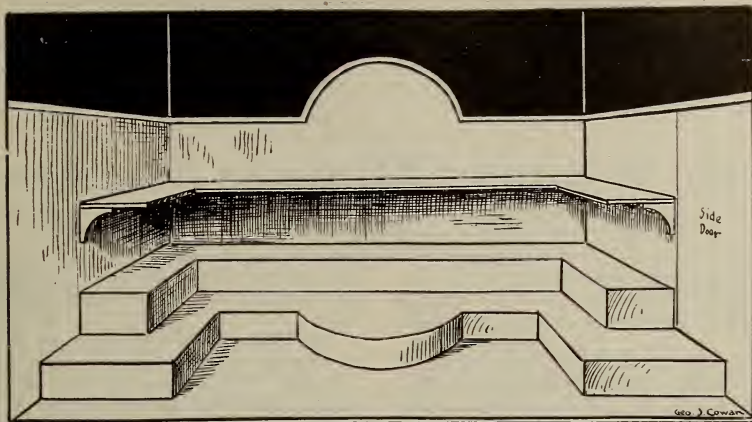


Fig. 1



Fig. 2



Another time-saver in the shape of a permanent foundation for decorative window displays and which, while in one sense permanent, are removable, and for that reason interchangeable with other display foundations, is shown in drawings reproduced on this page.

This plan together with other simple fixtures easily constructed in the store permits a frequent change without necessitating the work of planning and arranging the fundamentals each week.

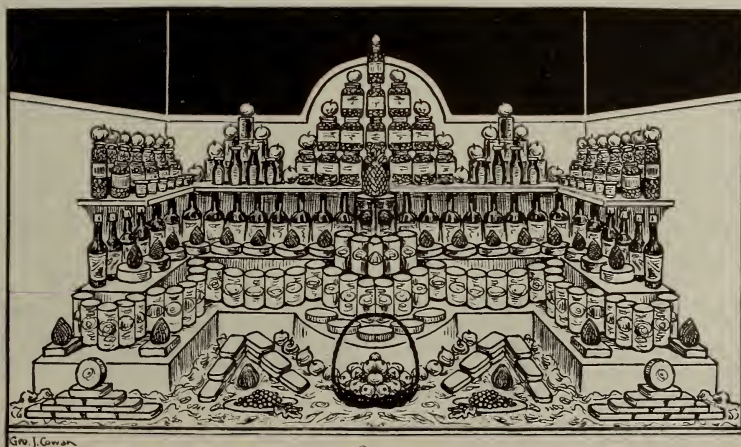
This means a great saving of time over having to build up new foundations for every display. There is no question but what there are many advantages in getting a definite and frequent change in the entire arrangement of the display.

The idea worked out can be used either as a permanent window or as one of the layouts for a window which is changed at regular intervals. In order to show how to build the steps and shelf in this window, two drawings are reproduced. One of them shows the window after the carpenter work has been done, ready for placing of the merchandise.

The second cut shows the same window after it has been trimmed with groceries. The construction work is planned as simply as possible, there being a set of two steps across the back and on the sides of the window. In the center of the lower step is a curved extension.

This gives an opportunity for building up some special centerpiece of merchandise. Above the top step has been fastened a very simple shelf, while the background itself has in its center and on top a semicircular extension which balances up with the curved step and acts as a background for the higher arrangement of merchandise which is usual in the center of a display.

A study of the second drawing shows a number of variations in the arrangement of the groceries. In the center of the top shelf is a very simple pyramid of quarts of olives. On either side of this is a pyramid grouping of cans of French peas and bottles of cherries. At the extreme ends of the shelf are placed first a row of club cheese, then quarts of olives, and back of this the tall bottles of olives. On top of practically all the packages on the shelf may be placed selected apples.



Against the wall and on the top step is placed a solid row of bottles of vinegar, or other bottled goods. In front of these is placed a row of brie cheese. On top of these circular cheeses is placed the Edam cheese. The lower step is used for a display of canned goods arranged in semicircular for-

mation. In the center of the window the circular step permits the building up of a large pyramid of cans.

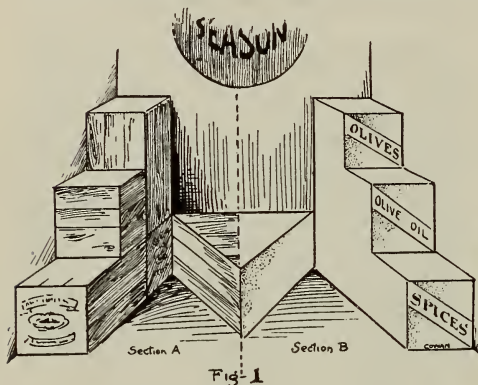
The floor of the window can be covered with a puffed layer of cheese cloth on which are arranged attractive groupings of canned goods and fresh fruit.

Small Window Trimmed for Action

This is a window-trimming plan for the window of less width than the average. A variety of ways for arranging displays is offered by this arrangement.

Getting the proper results from displays in the small window is usually a difficult matter.

Building up the display with a series of units similar to those described on these pages in past issues solves the problem of



making that small space presentable and so make all efforts at trimming count.

In Fig. 1 the foundation for the smaller window is outlined. A triangular box is used for the base, and two triangular glass shelves are used. The glass shelves are supported by means of cans instead of bottles, and a different arrangement of goods is placed on the box and shelves.

This shows how it is possible to develop many different arrangements of boxes and shelves, and on them a continual change of display.

In Fig. 1, the center of the window is shown taken up with a triangular-shaped box or platform, needed for the development of the center group.

On either side of this platform and filling the corners of the window, is arranged a set of steps made by piling up small wooden boxes.

After placing the boxes and covering them and having the signs placed, a display of goods may be arranged, as in Fig. 2.

On the top step or box are placed a number of tall bottles, such as quarts of vinegar, catsup, grape juice, or table waters, or, in fact, any other line of bottle goods, and on top of these a circular glass or piece of

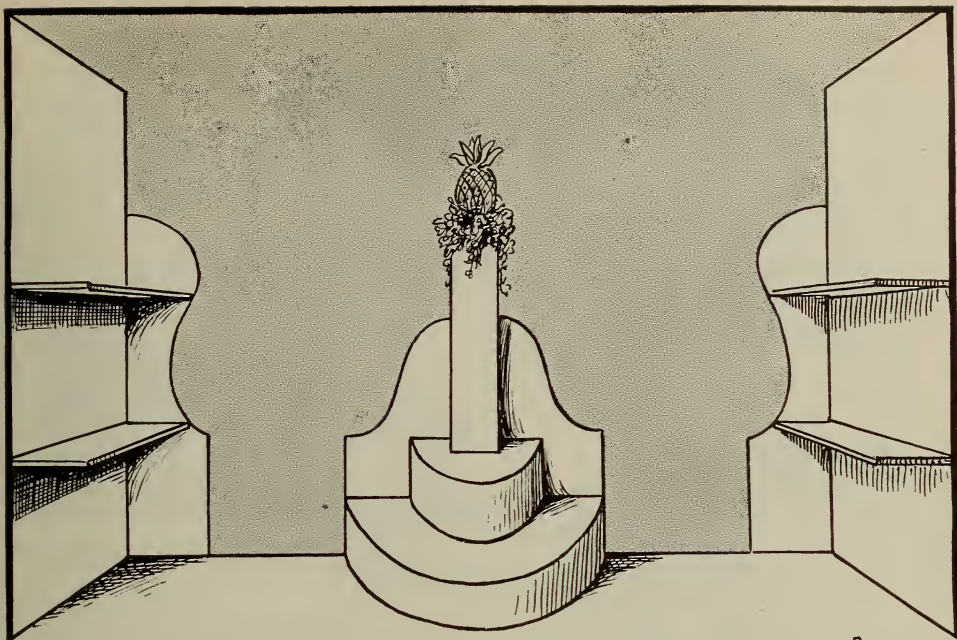
wood. This treatment is repeated several times, building up in pyramid shape according to the height of the window. At the extreme top these piles of bottled goods are finished off with bowls of fruits and nuts.

The center of the background is indicated as having a large circular sign worded as follows: "Delicacies of the Season," or some other appropriate wording, applying particularly to the season, may be substituted from time to time.

As in the case of the other basic plans for displays described on these pages, the effect of the window can be strengthened materially by a shifting around of the articles displayed, making it unnecessary to change the fixtures constructed in the store for the purpose of creating an attractive arrangement in the window.



Fig. 2.



Window Perspective

By
Geo. J. Cowan

A background and foundation plan of at least a semi-permanent variety is another one of the handy things the man who trims the windows in the grocery store must provide for himself.

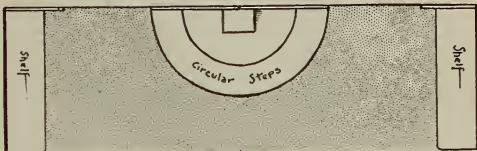
This plan provides for such a set of equipment. It is to make the frequent change in the window display an easy matter. As compared with the permanent background, even though the display be changed at regular intervals, the entire change in the layout in the window is one step nearer the perfect window.

This plan involves no great amount of work nor is it expensive. In addition to a background, it takes care of a foundation for the goods to be displayed in the window.

The drawing provides for flat panels at each side of the window, and to these are shown attached two shelves. This matter of number of shelves is optional with the window trimmer and the height and size of the window has something to do with it. In some cases a variation of the width of the shelves may be applicable, the lower shelf being wider than the one immediately above it, and so on with the narrowest at the top.

These shelves secure their main support from the scroll shown at the rear of the window. This in addition to serving that purpose forms a decorative feature as well from the window as from the inside of the store.

As a center feature for decorative effect to be trimmed out with a simple display of groceries, is a set of circular shelves or steps.



Window Floor-Plan

The background having these graceful lines may be made of three-eighths or quarter-inch well-seasoned lumber. A heavy composition board has been recommended by some trimmers. In either case, a pattern should be laid out, and the same one used on both of the backgrounds having the same curved ends.

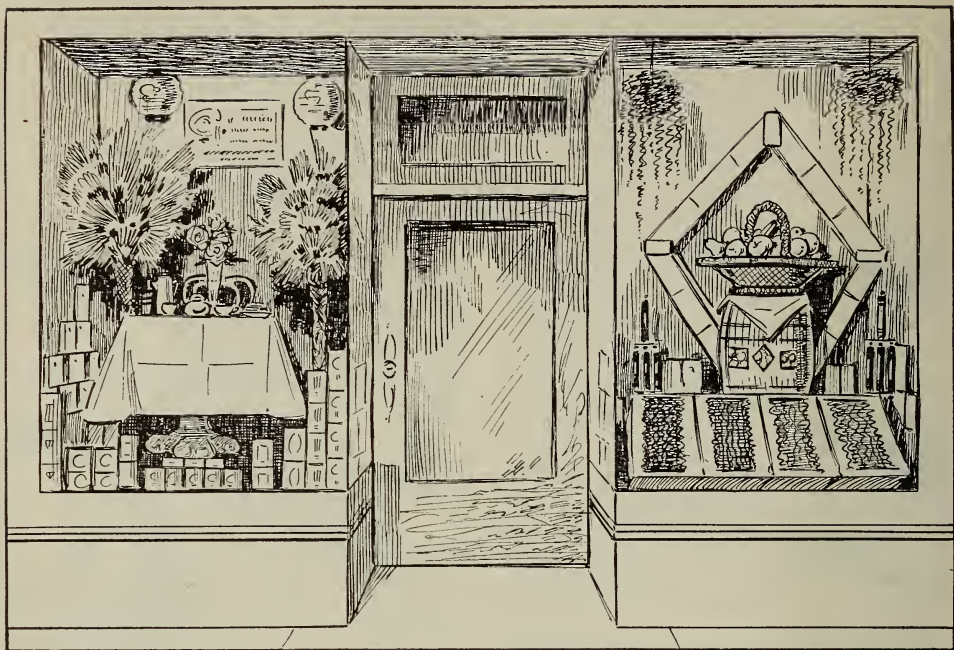
If thin board is used, it will be found to be practical to fasten two boards together and cut out both sides at one time. This plan can be followed in making the center feature, and center pedestal will serve as the joining piece for the two separate ends.

Whether composition board or lumber is used, a smooth surface must be provided before the paint to be used in this case is applied. And in this case paint is desirable, preferably white paint. It will produce a sanitary effect and will harmonize with any color scheme.

And right here is a thought. The belief that only the dry goods or the druggists or some other merchant's window requires the working out of a harmonious color scheme has long ago been exploded.

Where eatables are sold and displayed, there should be a harmonious setting. Work in the color schemes.

For the Two Small Window Store Front



The store with the two small windows instead of the larger one is no easy matter to take care of. In fact, many claim the smaller the window the more difficult the attractive arrangement of a display.

There is one prime feature the window trimmer must observe when installing displays in a twin window such as is pictured in the drawing. That is that the two windows harmonize, for, as the eyes are the windows to the soul, so are the windows the eyes of the store.

In the left-hand window is a breakfast table coffee suggestion or it may be a dinner table tea idea. The covered table is of course the center feature in this display and the can of coffee, the package or can of tea should be in prominent position on the table. In addition to this, as much as possible of the regular paraphernalia should be placed on the table. The chair must also be there and it will give the whole thing a finishing touch to place some wafers or crackers in a small bowl on the table.

But let the coffee or tea package be prominent in the display. Don't put too many of the packages on the table. Let one have the front row. The balance of

the window can be trimmed out with packages of that same beverage, be it tea or coffee, as shown in the drawing.

The right-hand window in the drawing is suggested as a fruit display. Here the center of the display is an ordinary barrel. If the display is used a little later in the season the barrel may be one of cranberries, Jersey sweet potatoes, or apples. In either event use an empty barrel. In the drawing is shown a plan of cutting openings in the front of the barrel through which it can be made to appear that the barrel is filled. By packing apples, cranberries, or sweet potatoes in three small boxes and fastening these on the inside of the barrel an appearance of a full barrel may be secured.

To vary the plan a little and give the display a little extra feature, three different products may be made to appear through these openings and so add a little more interest to the display. The remainder of the plan is pretty well described by the drawing and the plan of arrangement is not difficult.

A few palms and swinging baskets of flowers will fit in well with these windows.

Getting Ready to Push New Canned Goods

In arranging a window of canned goods, some common errors are liable to creep in and will make them unproductive of the results in sales that a well arranged window should bring.

The range of items that come in attractively labeled cans is large and varied. Many of these cans are in themselves an attractive display. It is the live distributor's aim to put up such a class of goods as will be fittingly represented by the label

pretty effect can frequently be brought out. That effect depends, of course, upon the fact whether or not the labels are attractive and more or less distinctive in each variety. A distinction in labels can be made between the fruits, as, for instance, the different coloring of the labels of white and black cherries, lemon-cling peaches, pears, and apricots. Even if the labels of the different varieties are not distinctive with front and back view shown alternately almost the same effect can be produced.

In Fig. 3 is shown a more elaborate pyramid of cans where strips of wood,



Fig-1

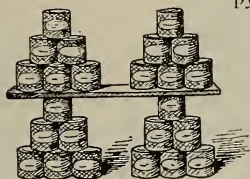


Fig-2



Fig 3

and a label on the can that will sell the can of goods by its sheer attractiveness.

So a canned goods window will be worth just as much as you put into it. Not in point of quantity of goods, but in measure of effort.

The cuts show several units of display groups and show how effectively displays can be built up out of canned goods. There is no question but that a little ingenuity in grocery window trimming is necessary to create an interest and effect sales.

Where a variety of articles in the canned goods line is to be brought into the window the unit shown in Fig. 1 can be put to good use.

In Fig. 2 is shown a series of these units. Two pyramids as in number one are placed side by side with a space between of about the width of one can. On top of these two piles is placed a very thin board of sufficient strength to support the two top piles. A strip of plate glass may be substituted for the wooden strip and relieve the suggestion of clumsiness that a strip of wood is liable to add.

If, for example, a California fruits window is to be arranged, an arrangement as shown by Fig. 2 can be given over to each one of the different varieties and a very

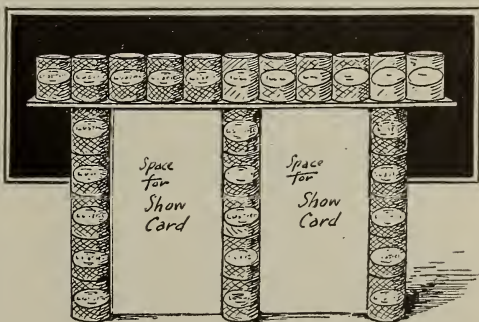


Fig-4 -

galvanized iron, or glass are again used to bind the display together.

Many distributors of canned goods furnish attractive window cards with their goods. The trimmer can make good without exception of a high grade and use of these cards as they are almost very attractive, and will add, if intelligently distributed in the window, to any canned goods display.

Fig. 4 shows an arrangement for the center of a canned goods display which will permit the use of large show cards in connection with the display. The product that the show card tells about forms the frame for the card and so an opportunity for appropriate wording covering the merits of the line is given.

Three piles of cans are put in place and the space between is left the exact width of the show cards that are to be placed between them. Next a board or glass strip is placed across the top of the three piles and the top row of cans placed thereon.

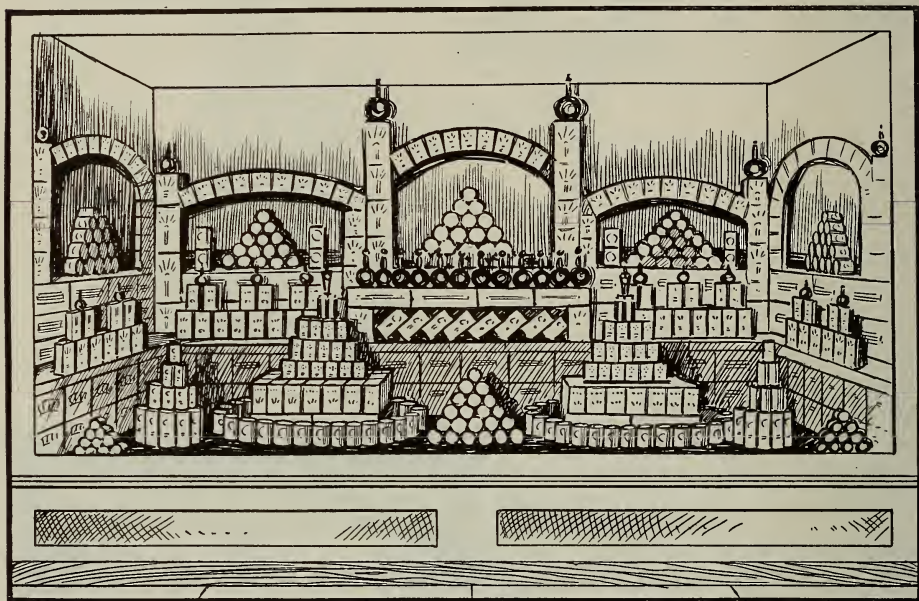
A single frame for one card alone can be made by making but two piles of cans.

The wording on the cards should be appropriate and to the point. Such catch phrases as—

"There is no getting around the fact, etc.," or "The quality of the—and—contained in these cans borders on etc.," or "Our line of fruits and vegetables has got it all over and around, etc.," or "The first pack of the season."

A catchy statement at the head of your card must be really one that will attract the passer-by. Then he will read the rest of what you can say about the line and memorize the label.

An Elaborate Canned Goods Setting



A window of canned goods at the very opening of the cool weather season should impress upon the minds of buyers that there is an advantage in buying these goods early.

The plan of this window should be to induce sales of canned goods in quantity instead of by the single can. Clerks should be instructed to push sales by the dozen, and the window cards should set forth the advantage in price gained by such purchases.

It will be well to arrange some of the canned goods in assortment at a special price, say \$1 or \$2, the card announcing what the assortment consists of and the price at which it may be purchased.

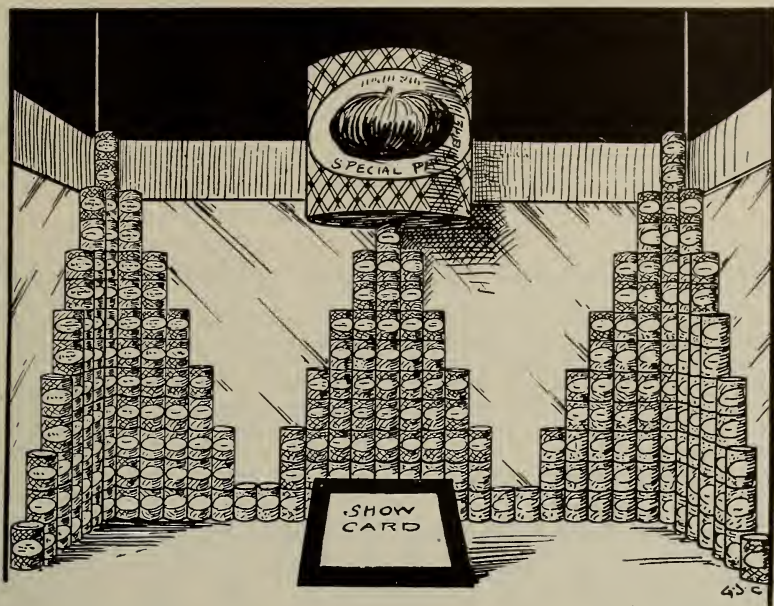
In constructing the display depicted in the drawing, it will be best to start with the rear wall. The cartons are rather heavy, as

will be noted, except those used in the arches. The arch effect is secured by building the arch from very light lumber and placing the cartons on this lumber. The rear wall is made so that the bottom part is wider than the upper part. This leaves a sort of shelf upon which assortments of canned goods may be displayed. The floor space is taken up by stocks of cans and cartons.

In windows that do not allow of such elaborate treatment, two or three cases of canned goods broken open to allow the cans to roll out on the floor of the window may be used effectively. But don't forget to mark the prices per dozen or the assortment as suggested.

Push the quantity sales.

The "Big Can" Canned Goods Display



To get away from the average sing-song in a canned goods window is the difficult thing.

Canned goods readily adapt themselves to building piles, pyramids, and columns, but that system used year in and year out has made it very much "blase."

Run in a clever idea to add a little spice to the display of the line that brings you trade. Use the hammer and saw occasionally and make your canned goods window the bright spot on the street. Don't mumble—holler! To do it you have but to bring in a special feature.

In Figs. 1 and 2 are shown a large can in the making. This large imitation can is to be the decorative feature of a canned goods window. With the aid of the drawings showing the different stages of construction and the following description, this dummy can be easily arranged.

Fig. 1 shows the skeleton of a mammoth can which has for its working basis two circles of wood cut in the diameter desired for the size of the large can; lids of cheese hoops will answer. To these are nailed lath at intervals of an inch or two around the entire circumference of the bottom and top circles.

In arriving at the height of the can it is well to observe the proper proportions of the smaller can, of which this is to be a large model. The exact proportion does not necessarily have to be reproduced, but the general contour must be correct, so that when the can is placed in the window it will not look as long as a stovepipe or as squat as a snare drum.

After the two wooden circles have been surrounded by these strips of wood, cover the entire drum with building or carpet paper, as in Fig. 2. To insure a smooth, even surface, the addition of several extra wrappings of paper or muslin is advisable and so produce a perfect imitation of a can ready for the label.

In arranging this display, the help of the owner of a handsomely labeled line of canned goods will be valuable. Get the exact measurement of the strip that will cover the large can in the form of a label and put the much proffered help of the distributor of that label to use. Get him to furnish you a large label, an exact reproduction of the label on your fancy brand.

If this cannot be arranged, have the label copied, as well as possible, by your local painter on the muslin surface or cardboard used as the outer covering for the mammoth can.

This "original" of your canned goods line can be used in the window in many different ways. It can be set on the floor and the display of canned goods grouped around it and on top of it, or it can be used

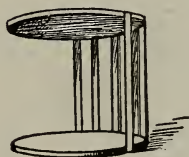


Fig. 1



Fig. 2

as shown in the larger drawing of the window.

The center pyramid of cans in the window is built up under and up to the bottom of this dummy, and will help keep it in place. The simple arrangement in the rest of the window is well to follow or else a step-like arrangement may be applied.

The base of the tier (that is, the three sides—the front and the right and left-hand sides) comes within a foot or so of the side and front of the window. Empty boxes used

as a basis for this tier will keep the number of cans required for this arrangement down to a minimum and give a foundation to work on.

The appearance of either of these two arrangements will be greatly improved by the addition of mirrors placed at the side and back of the window. Bringing a harmonious color scheme into the window by decorating the rear and side paneling with strips of cloth of different colors is also very effective.

Canned Goods Display with a Feature

The pyramids in this display are designed more with a view of creating spires than the pyramids with larger bases, described on previous pages. The plan of building these is easily seen in the drawing, and needs no further explanation.

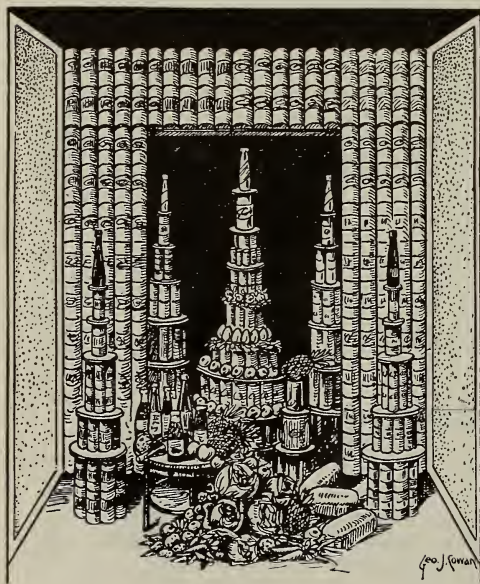
The entire plan is a simple one, and has the desired feature of shutting out only a limited amount of light. To secure the desired attention to such statement as it may be desirable to display, a properly worded and executed sign may be hung from the center of the arch built at the top of the back of the window.

The foreground of the window is left open to display a fresh consignment of fresh fruits and vegetables each day. The opening at the rear of the window therefore accomplishes two purposes. An attractive card is placed on the floor of the window to the effect that the woman with a taste for the best in fruits and vegetables in cans or in the fresh state can be served by this particular store.

The most attractive package windows are usually those that are not crowded solid with package goods.

In order to illustrate this point, the accompanying drawing shows a very attractive method of arranging canned goods by the use of a limited number of cans.

It often happens that a merchant would like to show some one line in the window, but having only a limited amount of the goods, is apt to keep them out of the win-



dow, thinking he does not have enough for a display.

This drawing will therefore be helpful in suggesting to these merchants that it is really possible to have a most interesting display, using two or four dozen cans of goods.

It has been demonstrated that the windows that pay the best are usually those given over to the display of one line of goods.

This will seem unusual to those merchants who feel they must pile their windows full of a little of everything, but if it is tried, it will be found that a window given over to the display of one brand of baked beans, for instance, will boost the sale of this item correspondingly. The window should be changed regularly and often. It is almost certain that this experience will be found profitable.

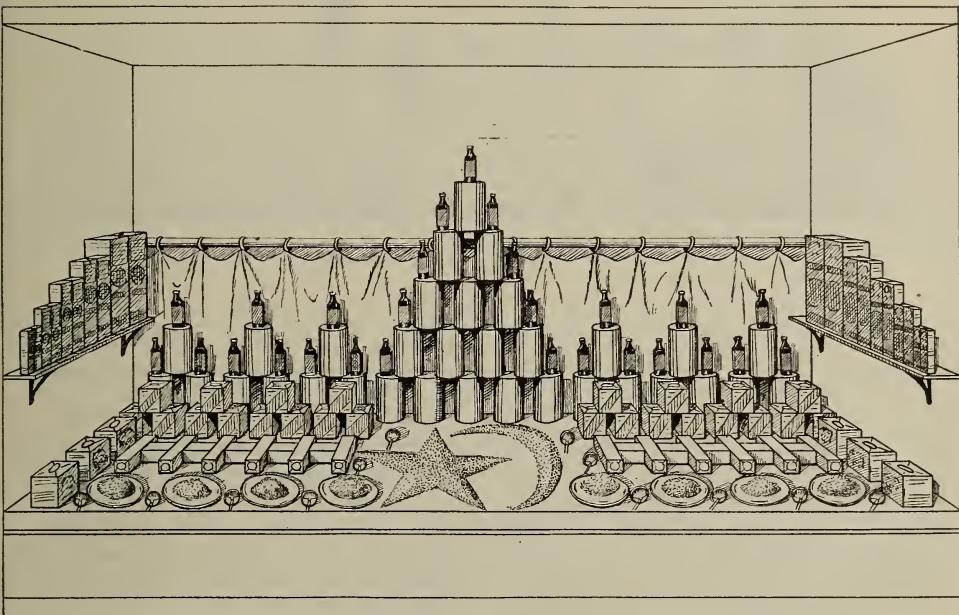
The trimmer should try to use something else in his display besides a mere arrangement of the cans. This not only adds to the novelty of the display, but helps fill it.

The drawing suggests how an assortment of attractive labels can be arranged on the floor of the window.

In the center of the drawing there is an extremely large can. It is, of course, a large dummy made up over a framework of light lumber. Around the top edge of this large dummy will be noticed folded labels draped in loop fashion.

Two bold signs as indicated in the cut make the display stand out prominently.

An Emblematic Coffee and Tea Display



A display of teas and coffees in packages into which is brought some emblem of the country producing teas or coffees can be made a very attractive one.

As coffees and teas are products of tropical countries, in a general way the emblems of those countries can be shown as symbolical of the place of origin of your line, although the food laws of the present day make misrepresentations as regards the place of origin a very unprofitable practice.

A variation of the arrangement shown in the drawing can be effected by showing the bulk coffees and teas in the form and style of the emblems of the native countries of those coffees and teas.

While these emblems, in order to bring out their real meaning and significance in connection with the country that they are meant to typify should appear in the natural colors, this is, of course, impossible to bring out with so commonplace a basis of coloring as is furnished by teas and coffee.

The emblem used, shown in any color, will at once convey to the majority of persons as typifying the Orient.

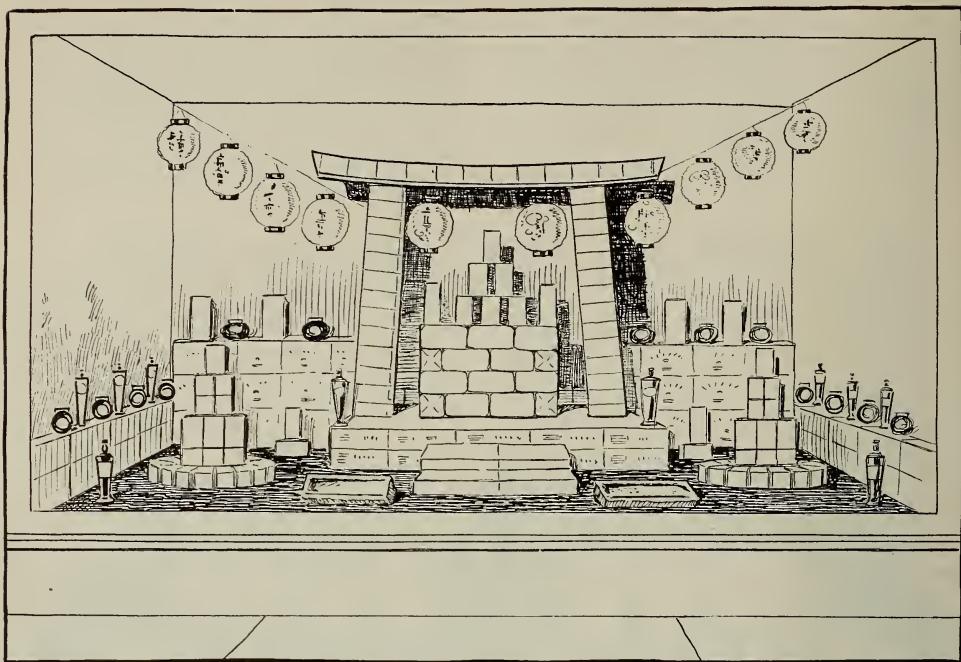
This is not true, however, with the Brazilian emblem, and as the majority of the coffee drank comes from that country, it is one that should be shown.

Brazil's emblem or national flag is a light colored yellow diamond placed on a pale green field. In the center of the diamond is a banded globe of light blue with a scattering of white stars on the lower half.

As the drawing will suggest, the window display is made up of package teas, coffees, extracts, and some bulk displays of the two first named. The different styles of packages that your stock affords should be shown to give variety to the window.

The emblems can be used in a very interesting manner in this connection, as there are several which are easily adapted to the use to which they can be put in displaying coffees and teas.

Oriental Setting for Tea or Coffee Display



A Japanese effect, a good feature window for pushing of teas, coffees, cocoas, etc., and other items whose place of origin is always associated with some wonderful tropical or oriental country, is the plan in this drawing.

At the rear and center of the window an arch constructed of cartons is the feature of the whole window. It's a simple one, too. Take some one-pound tea cartons or cans, or get your source of supply to furnish enough for the feature.

The two uprights should be made to lean towards the center. To do this to best advantage, the lower carton may be cut diagonally from corner to corner so as to give the whole pillar the desired tilt as indicated in the drawing. The process of stripping the cartons together will answer in handling the stringer across the top. Put the gummed tape on the back of the cartons, but permit a very little play between the cartons, so that the curve as shown in the drawing may be secured.

After the top piece has been put into position, fasten it securely to the uprights, and if necessary, the whole arch to the back

and top of the window. Japanese lanterns should be strung in similar fashion to that shown in the drawing. Decorate the sides of the windows with Japanese splashers, which are paper hangers decorated with oriental designs and may be had for a small price.

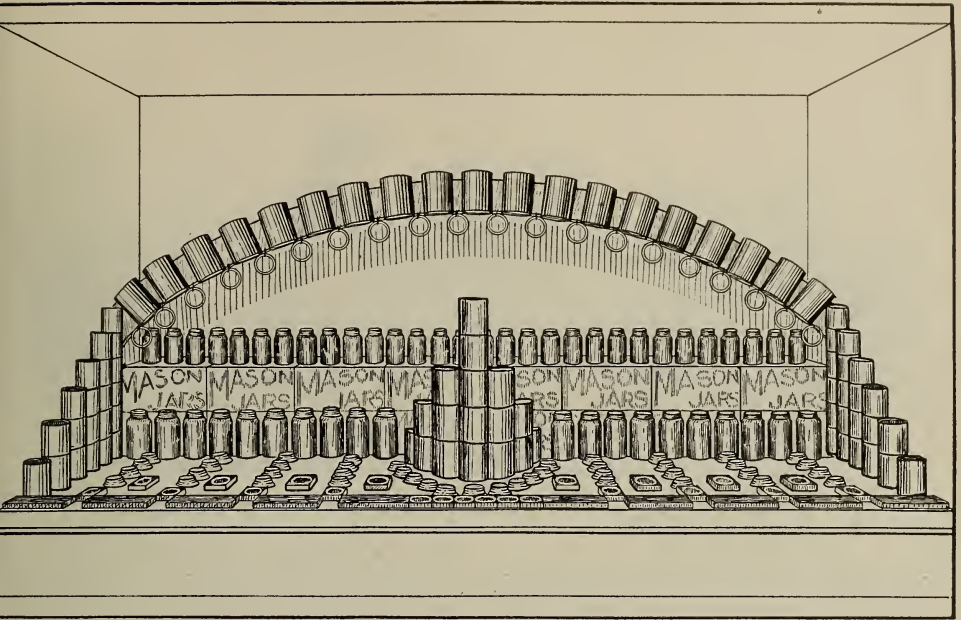
The plan in the drawing can be improved upon even further by placing two or three Japanese parasols on top and at each side of the arch.

The usual warning about absolute spotlessness applies to this window display. Also that about overcrowding, because the window is the index to, and not the contents of, the store.

While teas, coffees, cocoas, chocolates, as basis for beverages, have the primal rights of display in this window, there are of course many other items that can go in. Olive oils, olives, fancy preserves, are fit subjects for the decorations described for this display.

The floor where it shows should be as clean as it can be made. If it cannot be made to look bright, lay clean, flat, light-colored paper, or yellow crepe paper.

A Fruit Jar and Can Window



The woman who buys jars and cans and rubbers and sealing wax can be appealed to by a display of these things just as surely as when she is out buying fancy eatables.

The season on these goods, while short, is active. Make the sales plan active and so make it more profitable than it would be without any enthusiasm displayed in the show windows. The construction of the window is simple enough. It is nevertheless as effective as it is simple, and therefore will appeal to the woman who has the "putting up" bee in her bonnet.

At the rear of the window is an arch made of light lumber and bent to describe a greater or smaller curve, depending upon the height of the window. If the window is very high it may be well to use two of these strips and arrange a row of jars on one and a row of cans on the other.

These strips are covered with strips of colored crepe paper, and at the spaces between the cans and jars are fastened jar rubbers or rings of alternating red and white color.

At the rear are empty jar cases on which are piled a single row of jars. A varia-

tion of the display in the drawing may be brought about by making pyramids, using the pint, quart, and half-gallon sizes instead.

At each end of the window pile up fruit cans after the plan shown in the drawing. The balance of the window is made up of fruit jar caps, fruit jar rings, sealing wax, and other canning accessories.

In the center and to the rear of the window is a group of cans which balances the entire window. Around this is formed a semicircle of jar caps, and the whole window has a pleasing and symmetrical effect.

Additional features may be brought into the window; for example, by forming chains made of jar rubbers which may be tied together either with a fine wire or thread and strung from the four corners of the window. At the point of crossing in the center a string of rubbers can be extended to the floor of the window where to is fastened a card calling attention to the whole display.

The rings used in this arrangement may be of alternating colors. This sort of kindergarten work will lend real color to your window.

A Coffee Window Display Demonstration



The demonstration window is one that will pull from both sides—inside and outside. It is an unusual display for any merchant's window, and it is the unique things in advertising that pay.

The window itself is simple of arrangement, but the keeping up of the display calls for careful attention. Coffee is the one thing that can stand much pushing. A coffee demonstration is the best thing to put in this window, although a special brand of, say, Ceylon or Japan tea, might be used.

A young woman dressed as a waitress is pressed into service as a demonstrator. But she must know how to make coffee. Better let her have considerable practice in making a good cup of coffee before introducing this demonstration, as the coffee must please or the display will lose its value entirely.

Her duties will be to make the coffee over the alcohol burner, in plain view both from the street as well as from the inside of the store, and serve the brew to the patrons of the store. She should be thoroughly posted as to the values of the brand of coffees and be able to talk intelligently on the various grades. If you have a special brand that you are pushing, that, of course, must be given preference, and its points enlarged

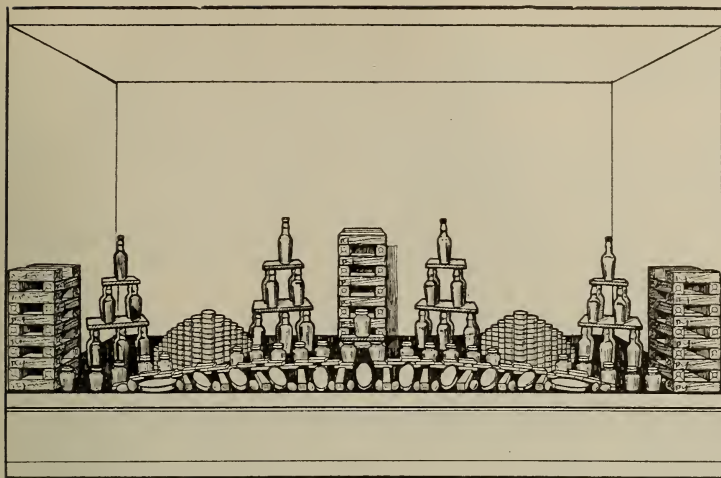
upon as compared to the cheaper grades, and why it is worth a few cents per pound more to the customer to buy that particular brand.

The cups in which the coffee is served should be small and dainty—the demitasse kind. Everything in the display should glisten, and that calls for a shining coffee pot. The floor of the window is made up of a handsome display of the package coffee that is being demonstrated, and signs telling the price should accompany those announcing the fact that a free demonstration is going on inside.

If Ceylon or Japan teas are used, the demonstrator can very fittingly be attired in oriental costume. In this case other fantastic oriental decorations can be used, such as Japanese fans and parasols for decorating the ceiling of the window. Artificial palms can be placed in the corners of the window and the floor covered with Japanese or grass matting.

This is a method of advertising many large manufacturers find very productive of results. A tactful young woman in the store's employ, one who is capable of getting new customers, in charge of this demonstration will prove a very inexpensive method of getting good returns.

A "Light Lunch" Materials Arrangement



to tier up the bottles is to cut small, thin boards of the required size, as indicated, for use in the drawing. Cover these with clean manila paper, and on these as platforms each tier may be placed with good results.

If a floor covering is used, a good red crepe paper will be found to set the display off to good advantage.

Ready-to-eat eatables form the selling argument in this window.

Here again the floor of the window forms the base for the display of cans, bottles, and packages, and no carpentry is necessary.

For the hurried light lunch in the home there are countless articles of food in the store that can well be brought to the foreground. Light lunches are almost as regular during the Winter months as during the warm days, and often the preparation of a meal must be hurried.

The window should be made and presented as a "light lunch" window.—light lunch because the work of preparation is minimized by the method in which the foods are put up. In other words, practically "ready to serve."

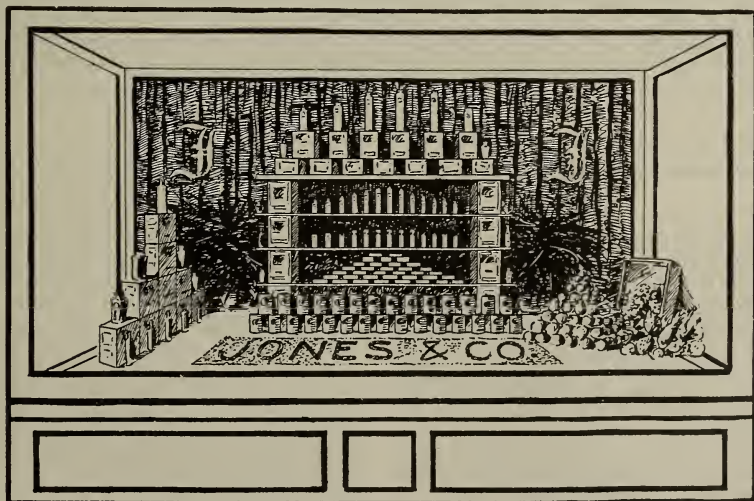
In the case of bottled goods a good way

AN ARTISTIC LAYOUT FOR HIGH BACK WINDOW

Here is a window plan in which the color scheme plays a very important part. The arrangement is particularly well adapted to those windows having no rear partition, which is the case with the majority of grocery windows.

The background of the window is composed of a curtain loosely stretched upon a wire or rod and this may be hung as high or as low as the size and shape of the window demand. The center display is made of cartons, preferably of a light color, forming a pleasing contrast with the darker colored background.

For material to be displayed in the window there are cartons of cereals, bottles, cans



and jars of fruits and vegetables and some fresh fruits and vegetables. The center display is easily arranged of cartons and thin boards to form the shelves. As the drawing shows, the cartons form the support for the shelving upon which an attractive presentation of the store's fancy goods can be made.

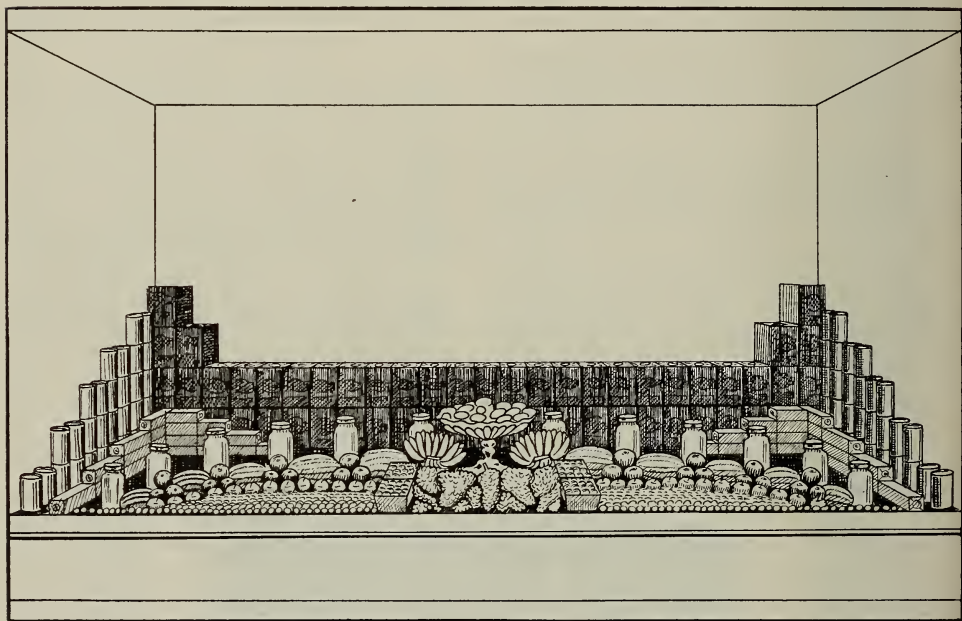
The drawing gives a very appropriate setting of the different articles shown on the shelving, and as there indicated, the smaller bottled goods are well placed on the upper shelving. If heavier articles are placed in the space it may be found neces-

sary to support the shelving at the center by a sustaining carton. The top board should be of thicker material and a more elaborate display made thereon.

At the front of the window the name of the store is worked out with a combination of colors in dried fruits. The panel forming the background for the letters can be made of ring evaporated apples. The letters themselves may be worked in and a contrast in color brought about by using either prunes or raisins or both.

As in the case of the cartons and bottles shown, the dried fruit must be in the best of condition, clean and bright.

Contrasting Fresh Fruits with New Pack in Containers



The drawing shows in the foreground of the window the wind-up of the season in fresh fruits. They become "higher and fewer" in all sections of the country as October rolls into November. The window is intended to remind that the season for fresh fruits is over and a demand for your bottled and canned products of fresh fruits will grow apace.

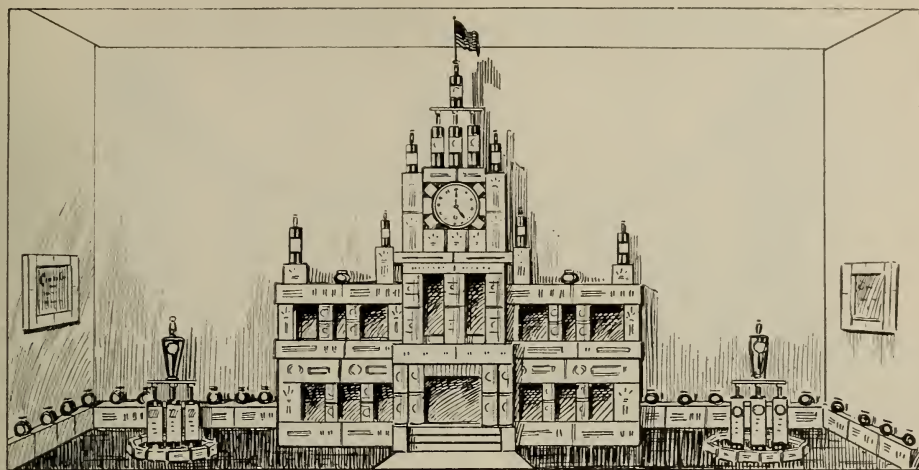
There can of course be no question as to the purity of the fresh article at the front of the window shown in the first cut. If

the display is one made up of clean, bright, fresh stock, properly arranged, there is no question as to the purity message it carries.

Now then, at the rear of the window is shown the next step in fruits. The jars of the preserved article and the cans of the canned fruits and vegetables.

Show and talk the jars of preserved and the canned fruits always when the women ask for the fresh article. Pretty soon there will be no fresh goods to talk about and your campaign on the best brands will be under good headway.

A High School as a Window Center



Variety in the window is not only the spice of that window's life, but it is the essence of that store's pulling power.

Piling up the window with a lot of cartons or bottled goods and expecting the mere attractiveness of the labels to create a good effect is a wrong theory. There must be variation.

In this window plan, cartons and bottles are grouped together in the form of a school building. The school house will attract attention from the youngster and the woman who buys the groceries. Built of food products in cartons and cans, the material with which the school is built will come in for a close scrutiny on the part of the consumers of the town. The principal material is cartons, and then cans and bottles are also brought into play. The columns at the entrance are constructed of either baking powder cans or tall salmon cans. The divisions forming the windows are also of cans and the particular kind of cans used depends upon the builder of this display, as a variety of sizes of cartons may be used

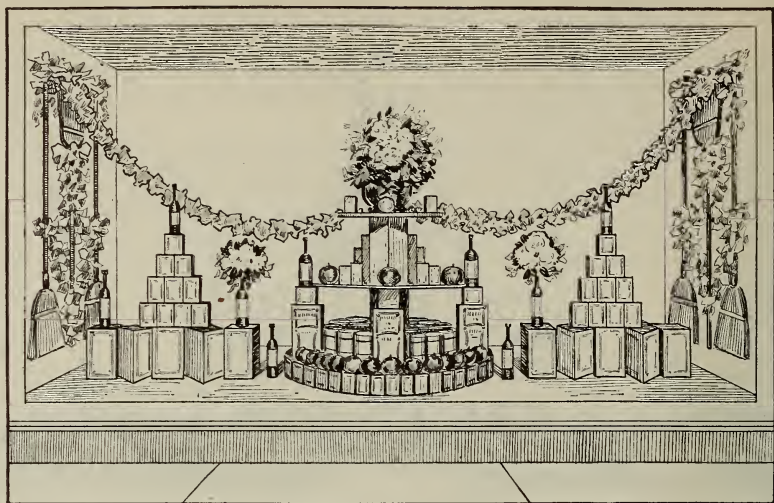
necessitating different heights of cans to fit in.

Like any other public building, it must be appropriately ornamented and fancy bottles of olive oil, sauces, or catsup make up the trimmings.

The realistic touch is given the school house in the addition in the tower of a clock dial which is in plain view from the street. An alarm clock is readily adapted for this purpose and without this feature much of the effect is lost. A fence of cartons or cans surrounds the building and grounds and in the campus are placed two pyramids of bottles, one to each side of the center of the window.

This will make a mighty good feature, especially when the class of goods displayed in the cartons fit in with the idea portrayed in the arrangement of the display itself—that is, foods for the school kiddies. Crackers and biscuits in cartons will furnish the carton material for a good school building. Breakfast foods, too, are appropriate Try the schoolhouse idea.

Settings for Harvest or Autumn Window

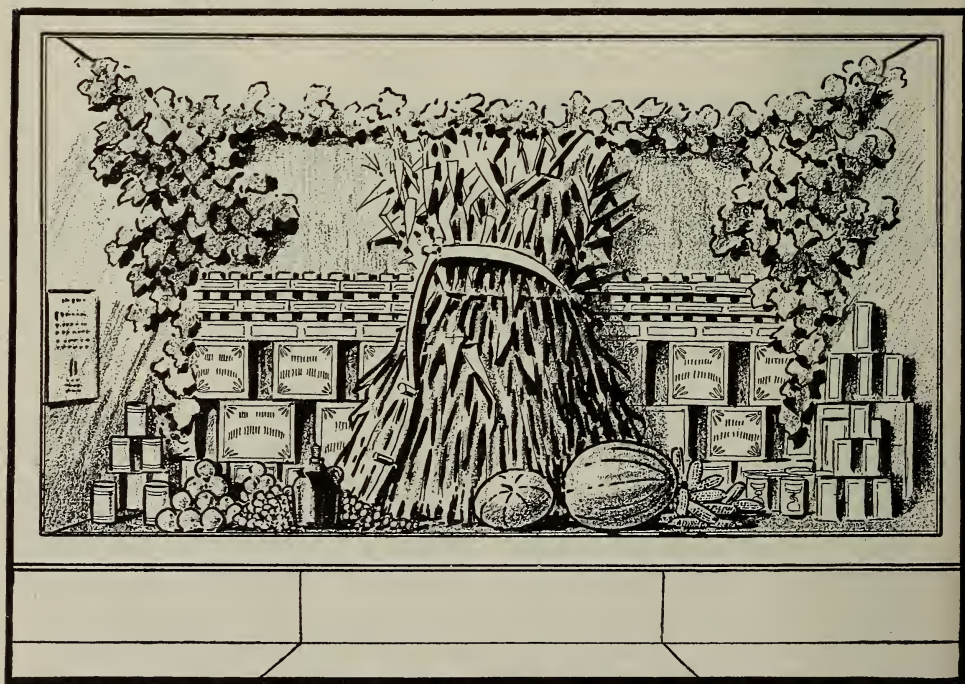


This is another plan for the time of exit of the last of the Summer windows when the Fall window is crowding into the lead.

The "frost is on the pumpkin and the corn is in the shock" phrase fits in. Before Hallowe'en and Thanksgiving come along a good Fall window fits in in good shape, but the idea sketched herewith may

also be used as a Hallowe'en window after a few additions have been made.

Nature's Fall colorings dominate the color scheme in this window plan. The pumpkin and the fodder in the shock are, of course, the prominent items in the feature. Across the back of the window is a fence which can be constructed of cartons, and if a brown-colored carton or can label is available, use it in building the fence.



A combination of the two, cans and cartons of the proper color, can be used in the construction of the fence by laying small, flat cans between long cartons for the horizontal bars.

The top and side trimming of the window is of colored Autumn leaves. They may be imitation or the real article will answer, and the latter last long enough for the life of the window display.

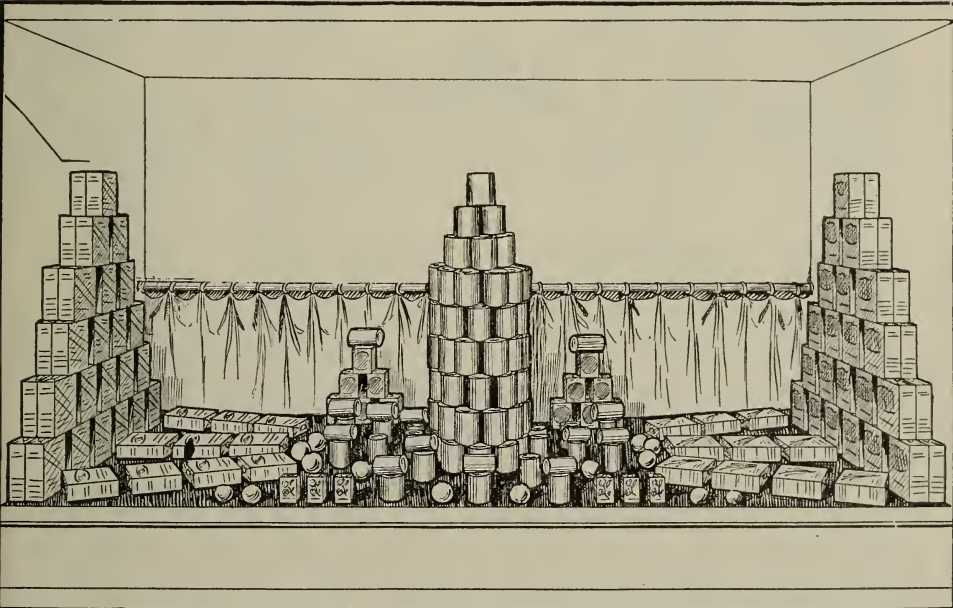
With such a setting a limited display of seasonable goods will make the whole a highly attractive window. An old scythe or a corn knife, together with some husking gloves laid on the floor near the corn shock will add much of the real to the feature.

In addition to the pumpkins on the floor, cans of pumpkin, packages of mince-meat, syrups, and the popular items in the more substantial foods go with this window. To the left a display of oranges, apples, and nuts may be made. A jug labeled cider fits in fine and should go in.

These are suggestions which if followed will help to make a window that will attract the passer-by. It is up to the man trimming the window to make such minor changes and variations from the plan outlined as it strikes him will prove more attractive.

It's a good Fall idea and can easily be worked out to good effect.

A Color-Scheme Variation for Cartons and Cans



Everything in canned goods that with a little more and more of demonstration will make business ever better for this item is the plan of this window.

In the majority of cases canned goods deserve pushing as they are more uniform, not to mention the cheapness of the entire line when compared with the actual food value of fresh products placed on the table both from a standpoint of quality as well as quantity.

As the window is arranged in the drawing, a very strong effect may be obtained, arranging the pyramids of cartons on each side of the window. On the floor of the window, pyramids of cartons are laid pointing towards the center of the window.

The center tower of cans may be constructed of the different sizes of cans for

variation. Talls, flats, and halves, or a layer or two of each of the different sizes, shapes, and colors of cans of both domestic and imported goods, can be used in building the tower.

In this window is again to be observed the caution against overcrowding. Likewise the desirability of a harmonious contrasting or blending of colors must not be overlooked.

Fresh fruits strewn around on the floor of the window will help in the color arrangement.

It is too often for lack of the right suggestions that the consumer continues in the rut of ordering what she had the day before or last week or month to no satisfaction to herself and no advantage to the grocer.

A Variety of Hallowe'en Window Plans



Giving the center feature in the Hallowe'en window display over to anything but the proverbial ghost would be like staging a Thanksgiving dinner without the turkey and the cranberry sauce.

The prime feature in this case won't allow for any substitute and the distinction between one season's Hallowe'en window and a previous one will have to occur in the general arrangement of the entire display.

Therefore the ghost will have to go in. By bringing into play a flashing electric light, a relegated electric fan, and a subdued light effect for the whole window, much added attractiveness may be given the entire display. In the drawing, the ghost is represented as coming through a gateway made of large cartons or cases covered over with a suitable brown paper. An incandescent globe placed in the head and connected if possible with a flash sign—the kind that flashes intermittently—will promote a spookish effect.

To further produce this effect in the figure, an oscillating electric fan so placed at the rear of the window as to rustle the

shroud of the ghost at intervals will make the ghost one of the "livest" ever presented in a Hallowe'en window display. If it is practical to do so, time the rustling—that is the direct flash at the figure—with the lighting of the globe in the pumpkin head. If the current from the fan is too strong, muffle it by letting it blow through a screen or latticework of the proper coarseness of mesh.

The lights in the window proper should be subdued with a covering of orange colored paper to give the whole the proper glow. All the other lights should be entirely hidden from view of the passer-by.

In the drawing the top of the window along the front is arranged a series of ears of corn in clusters and these may be used to hide the lights. Behind these is placed the colored paper to cover the lights. Care must be taken that the paper does not come in contact with the globes as the heat is likely to cause fire. To eliminate this possibility entirely, stain the globes a deep orange color.

The closed window adapts itself particularly to this display.

This is another plan of making the ghost. About this central figure must everything else swing. So, in the sketches herewith shown that sprite is again the prominent feature.

All the lights in the window are subdued with a covering of orange-colored paper, although care must be taken that the paper does not come in contact with the globes, as the heat is liable to cause fire. The corn poppers, the small cartons arranged along the back of the window, and

the pumpkins and melons on the floor add to the general effect.

Across the front of the window are arranged nine pumpkins, of as near the same size as possible, in each of which has been carved one of the letters which go to make up the spelling of the word "Hallowe'en." If practical, each of these can be lighted with electric lights.

Both of these windows will show up to best advantage in the evening, and for that reason the window lights should be turned on as early as possible each night.



The scheme of decoration in the small window is aptly told by the drawing. The border at the top of the wall as well as that at each side is made of those large prize ears of corn that you will get. The husks are partly pulled down and the ear of maize shown in all of its matured glory.

The right-hand corner of the window contains a shock of corn just as it would in the field. In the other corner is a blue-ribbon pumpkin on a pedestal. A few stalks of corn graces its presence there.

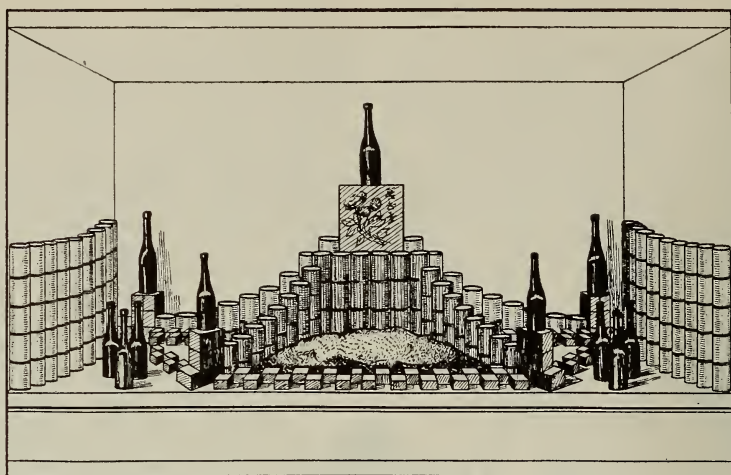
Crossing a rake or a pitch-fork or two in front of the group and some sort of a vine, preferably, of course, an artificial pumpkin vine draped around the pedestal, finishes the picture.

There you have the setting for a display

of any number of items in your stock. Package or can goods should be used in this window. Your best brand of canned corn or canned pumpkin are excellent running mates for the decorative feature.



Catchy Layout for Coffee and Tea Window



Coffees and teas cannot appear too often in the show windows. They pay big for extra efforts expended in attractive preparation.

The display, an outline and general plan of arrangement of which is shown, is to be made on those ones, twos, and threes of your coffee in canisters, cans, or cartons, as well as packages of your different blends of teas, together with a representation of the quarter, half, and one pound packages of India, Ceylon, Japan, or China's finest.

As the coffee or tea display should be a frequent occupant of the window, too elaborate plans are not desirable. The one shown on this page is simple in arrangement and no especial preparations are necessary.

The display is designed to go into the window without any preparatory carpenter work, and the effect is secured by tasty arrangement of the product itself, a harmonious tiering and piling of the packages.

The plan of chalking the floor and so arranging a general contour of the display is a good idea, and does away with a waste of time in installing the goods themselves. This plan is found especially advantageous where circles or semicircles are constructed of cans and packages.

In the center and foreground of the window is deposited a pile of your special blend of coffee. It is inadvisable, aside from any standpoint of whether or not it is desirable

to do so, that the pile be coffee all the way through. The pile should have for a center, cartons or cans built up, and which can be covered over with a piece of cheese-cloth, and on this foundation is placed the bulk coffee.

A welcome change from the usual grocery display is the show window in which a shelf is the chief feature. Such a window display is shown on page 47.

This shelf extends entirely around the window. It must be made before it is put into the window, and securely supported to hold the weight of the goods. Brackets beneath furnish sufficient support and cartons are to be used instead of canned goods because the weight is so much less.

The cartons in the arches may be wired or tacked on the back and side walls of the window. This also helps to lighten the weight on the shelf supports.

Small pyramids of cartons mark the divisions between the arches. A large pyramid erected on store boxes occupies the center of the display. Cartons are piled about the box to hide them. A large placard or window card should be placed on each side of the window resting on the store boxes, each placard framed with cartons, preferably dummies if they can be secured. A quantity of goods scattered through the window will brighten the display.

For Thanksgiving Menu Suggestions

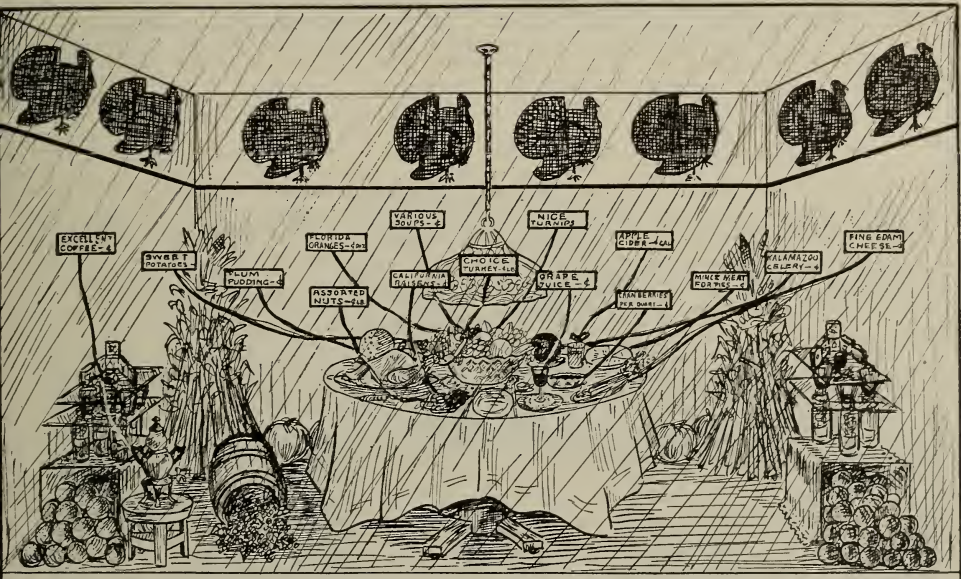
A table, spread with delicacies as a Thanksgiving menu suggestion, is the central piece of this display. Baby ribbons running from the various goods shown to cards giving prices and pasted on the glass, connect the items with the prices and the eyes of the passer-by.

The idea is not a new one, but can be effectively adopted. A satin damask tablecloth, bright silver, and some attractive dishes and cut glass from the stock in the china department complete the equipment.

A papier-mache turkey on the platter will

serve as the pièce de resistance very well indeed. The other foods may be taken from stock, and the more inviting the products shown, the better the pulling power of the window will be.

In the other parts of the window may be shown practically all the items which go to make up a delightful dinner. Boxed apples and dried fruits, grapes, grape fruit and oranges, attractive preserves in glass and a background of suitable canned goods, displayed to great advantage. This is a very satisfactory window and not so difficult to construct.



The plan shown at the top of the next page is meant to impress the consumer with the season of the bountiful harvest, and to suggest some of the many items apropos of the Thanksgiving dinner.

The color scheme is very important in this design. The yellow corn and deeper shade of the pumpkins are in strong contrast with the white tablecloth and the white sacks of flour at either side. On the table is arranged

merchandise representing the Fall harvest and groceries suitable for the Thanksgiving dinner.

A basket of fruit, cranberries displayed in a glass jar, nuts, celery, cartons containing wafers and cakes, jars of preserves, and bottled goods are all represented on this table.

The predominating idea in this display should be to play up the bountiful harvest idea.



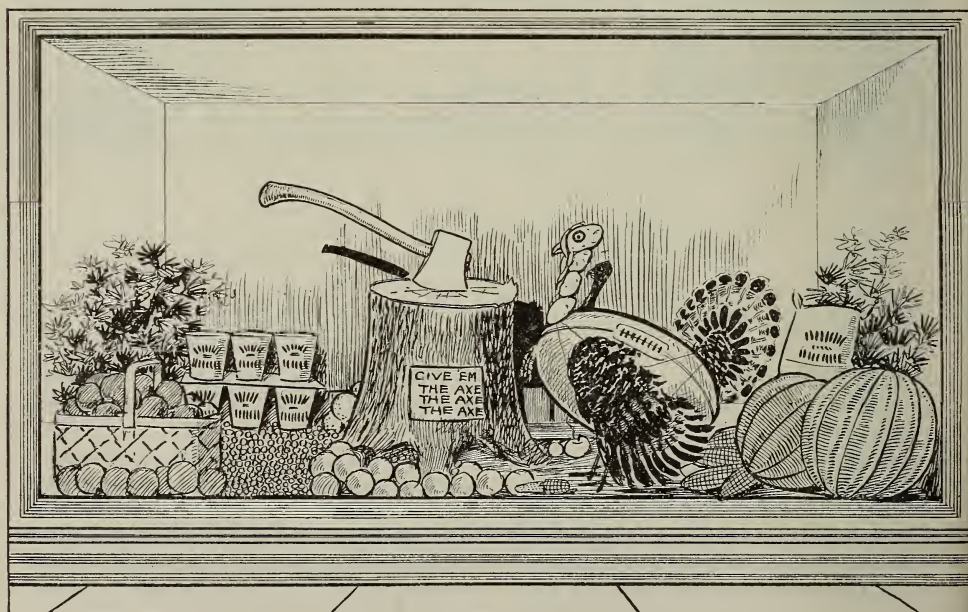
Two Thanksgiving Turkey Window Plans

This turkey for the Thanksgiving is to be an artificial bird as near as it can be made to be and that may be all but the wings and tail.

The body of the center feature as shown in the drawing is produced by means of a football. This can be used or a pumpkin

made to serve the purpose better. In selecting a pumpkin for the body one conforming as nearly as possible to shape of the body should be used. In other words, a flat pumpkin, placed so that the sides of the pumpkin appear as the sides of the bird.

For the tail of the bird with the pumpkin



body a feather duster with the feathers properly manipulated so that a fan shape is given the tail, may be used. For the wing this remnant of a real turkey must be resorted to. Fastening the wing as well as the tail to the pumpkin will not be a difficult matter.

As shown in the picture, the wing is spread out and this must be done by means of wiring and also before the wing is attached to the body. For the legs, measure the thickness of the pumpkin and add to that the desired length that the legs should have in protruding from the body. Force the sticks into the pumpkin until the top inside wall of the pumpkin is reached. This will give the legs the required power of resistance.

Wrap the lower protruding part with brown tape. Previous to this the toes have been made by means of wire and the whole thing wrapped with tape.

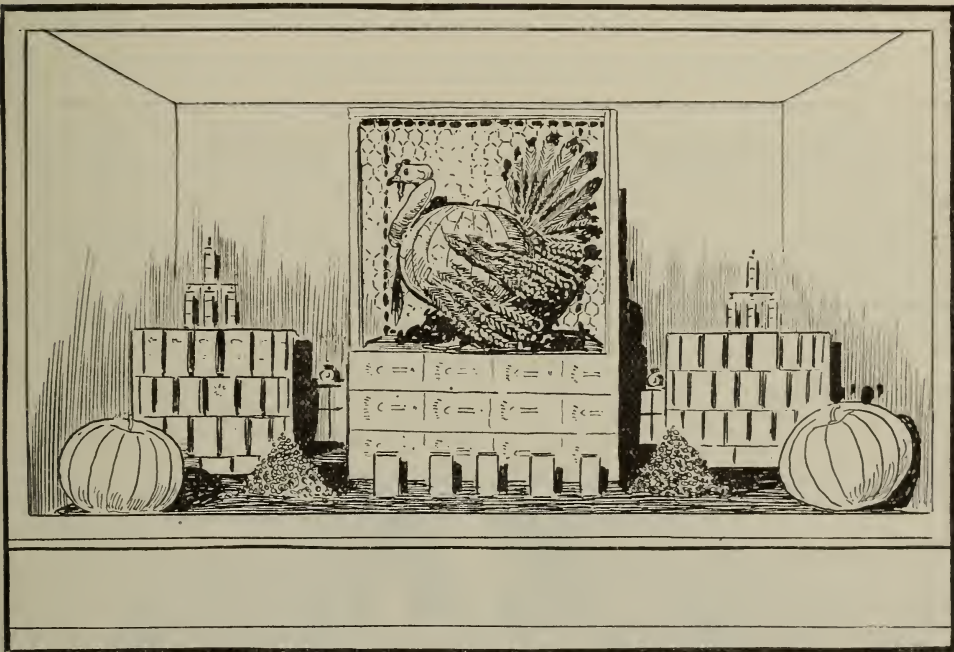
The body of the bird should be set at an angle as shown in the drawing. The wing

will conceal a support that can be placed at the back of the body and with this and the two legs firmly anchored, the body should stand rigidly.

The neck is shown in the drawing as made of potatoes. If these are used they should be impaled on a skewer or heavy wire and forced to sufficient length into the pumpkin. Use another potato for the head, a cranberry held in place by a toothpick for the eye, a bill made of wood, red flannel for the comb, and black tassel at the breast will complete the feature.

The balance of the display will explain itself in the drawing. A real stump should grace the center of the window. A hatchet or small axe is to be sunk partly into the wood. On the side of the stump is a good place to tack a card bearing a solicitation of the Thanksgiving order.

The rest of the display is provided for in the drawing and can be varied to suit the whim of the window trimmer.

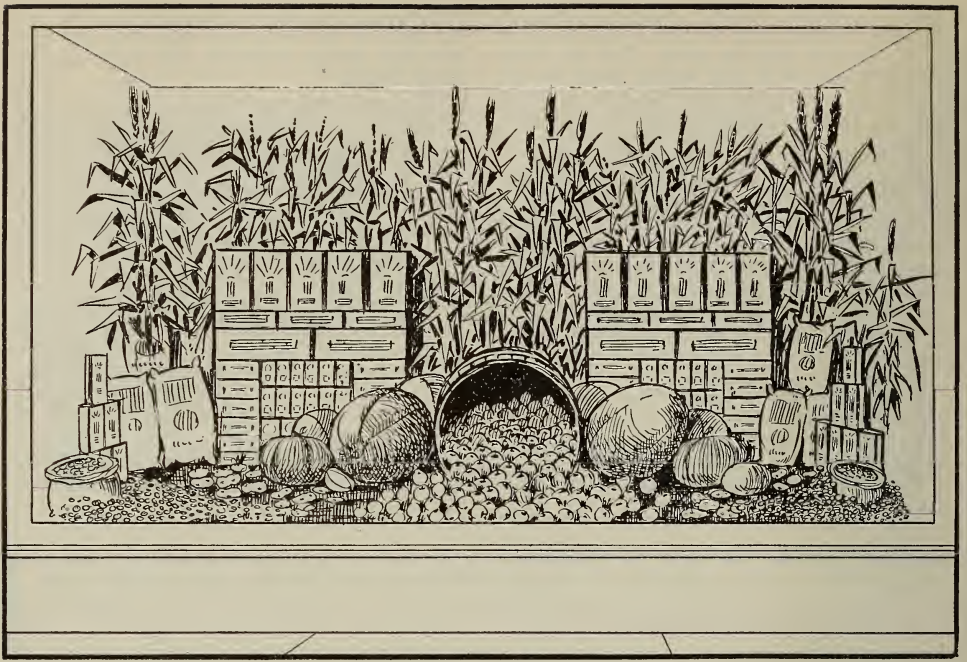


The "home-made" turkey is again the central figure in this window. Of course, it would be easier to put a live bird in the window, but everyone will do that, and the aim of every window trimmer should be something different. The extra effort and work will be well repaid.

The body of this fowl is also a large yellow pumpkin. The spreading tail consists of genuine turkey feathers stuck into the

pumpkin. The neck is the neck of a long yellow squash, and the head is a common potato with cranberries for eyes and a piece of red flannel for a comb.

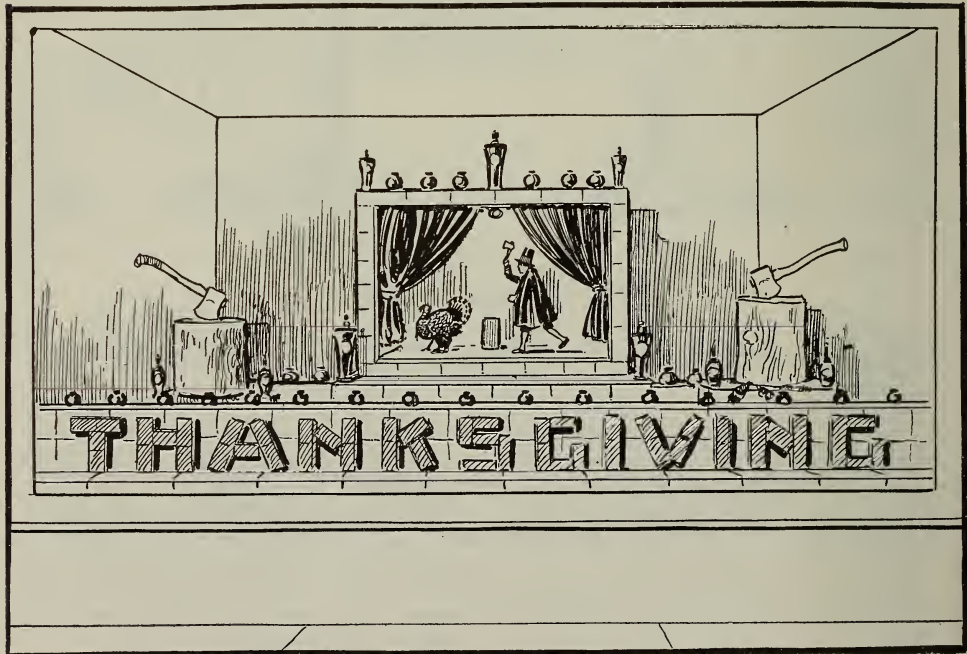
The wings—or wing, as only one side of the bird will be visible—is also made of turkey feathers, and stick down, giving the bird the appearance of strutting. The coop adds a touch of realism which will prove amusing to the prospective customer.



The window shown in the drawing is typical of the season, and the general arrangement can easily be followed and should be adhered to, as facility of preparation is in its favor.

Place the barrel of apples in the center of the window in the position of pouring

out its contents as shown. This feature of introducing into the window prime, fresh fruit in its original package is one the successful fancy grocery stores of the large cities find never to fail as an attractor of the public gaze and a corresponding tug at the purse strings.



Some Feature Windows for Christmas



In this window plan the automobile delivery has crowded out the time-honored sleigh of Santa Claus. It's an automobile truck made apparently of a few everyday groceries as material, and carrying an assortment of the finest foods for festal menus.

The plan is adapted particularly to the larger show window. The bed of the truck is built up on two supports about ten inches from the floor, set at the proper distance apart to represent the length of the truck. Hiding these supports from view are two barrel covers for the wheels. As in the case of the rest of the truck, trim the wheels with groceries.

For heavy, solid tires fasten to the rim of the barrel cover by means of heavy twine a row of either No. 2½ or No. 1½ asparagus cans. For spokes, fasten long cartons of macaroni or spaghetti to the barrel cover. For the hub, an appropriate-sized can gives the finishing touch.

From the boards, stretched from one support to the other, a banner bearing an appropriate appeal may be hung the full length of the truck and so hide the supports and other parts of the window not in the plan. This should be hung, say, about eighteen inches from the front. A statement on this banner that will serve to connect up the idea of prompt delivery of the best for the holiday feasts with the feature itself is also in order.

The posts on the truck can be covered with labels representing the store's fancy line,

or cartons can be used. The connecting chains between the posts are made of cranberries popcorn, etc., strung on thread or string. A paper Christmas bell or a brass or tin funnel can be used for the horn, the tube is a gas tube, and the lanterns represented by some of the tinware out of stock.

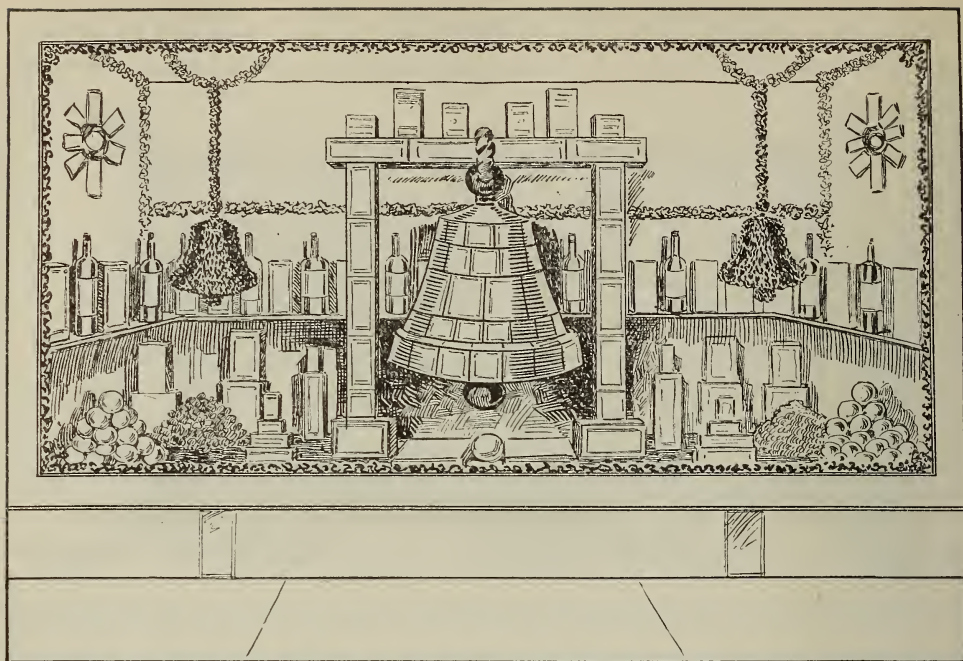
The steering post is a broom stick fastened by crossed cleats to a hoop, and the whole wrapped with colored paper. Santa Claus himself will require a little more ingenuity on the part of the window trimmer, but he is worth striving for and should be placed in a driving position.

The nature of the load to be carried suggests itself with the aid of the drawing. Cover the floor of the window with a thin layer of white beans and trim the corners of the window with holiday greens and festoons.

The plan in the next drawing provides for a slightly different method of construction. It is adaptable for a Merry-Christmas or a Happy-New-Year window.

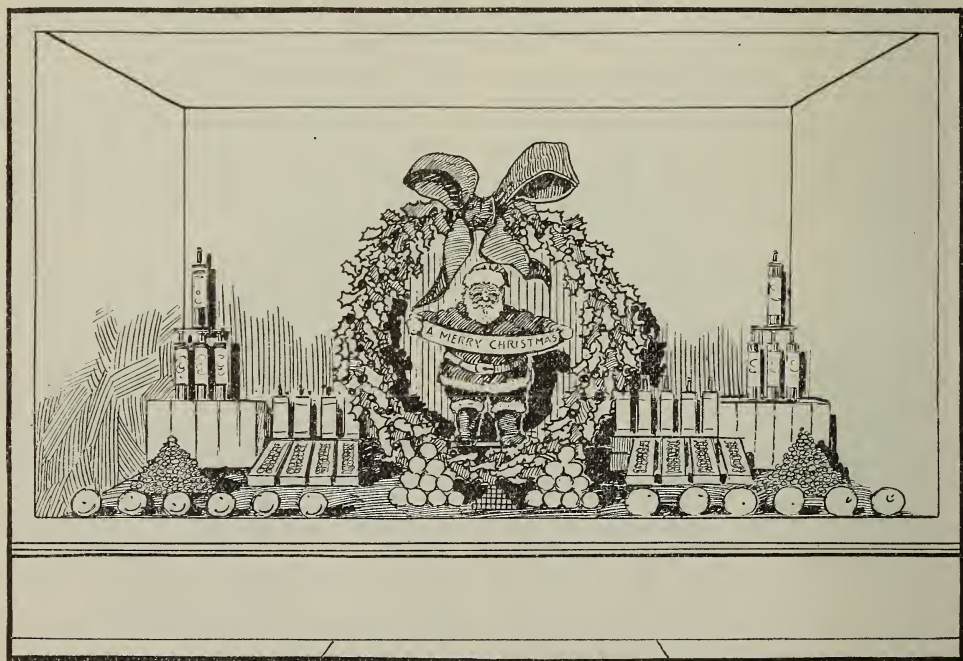
In connection with the bell window feature, show a select display of the high grade in the line of foods carried by the store. If used as a first of the year window, it must more than ever represent a clean, snappy display and everything should sparkle.

The framework in the center of the window is built around with cartons, and to



the cross piece at the top is suspended a large bell. A bell made of cardboard and having a barrel hoop at the bottom and on the outside of the bell, and the whole covered with a carefully selected assortment of labels, will make a desirable feature.

In the rest of the window harmonious effects in holiday decorations should be worked out. The plan for detailed layout of the window is conveyed by the drawing. Fresh fruits and fancy bottled goods help complete the scheme.



Showing a Window with a Santa Claus



This is a real Santa Claus Christmas window, and enables the dealer in food products to rival any toy dealer's display in the attractive display of goods for this holiday season.

The idea in the illustration is the first Santa Claus window of the season. It shows that happy old gentleman in his candy shop, surrounded by the "makings" and some of the other things which go with them.

In short, he is the cook and stands between two kettles of candy watching over the preparation of his supplies.

Santa Claus may be built up by the use of a mask, some old clothes, a pair of boots, an apron, a cook's bonnet, and plenty of the common excelsior of commerce. The latter furnishes the interior

of the gentleman's anatomy. A wood frame to hold the figure erect will be found a wise expenditure of time and effort.

The window gains the appearance of a shop by scattering goods about rather carelessly. The main theme of the window is eatables, of course, but a few toys borrowed from the toy store will aid considerably. They ginger up the situation very materially and increase the attractive power for children as they pass.

Across the top of the window is a pole from which hang festoons of holly and some of the long candy canes which delight the souls of the children. The goods shown chiefly in the display are candy, mincemeat, sugar, raisins, fruits, nuts, preserves; in fact, everything that is especially fitting in the Yuletide menu.

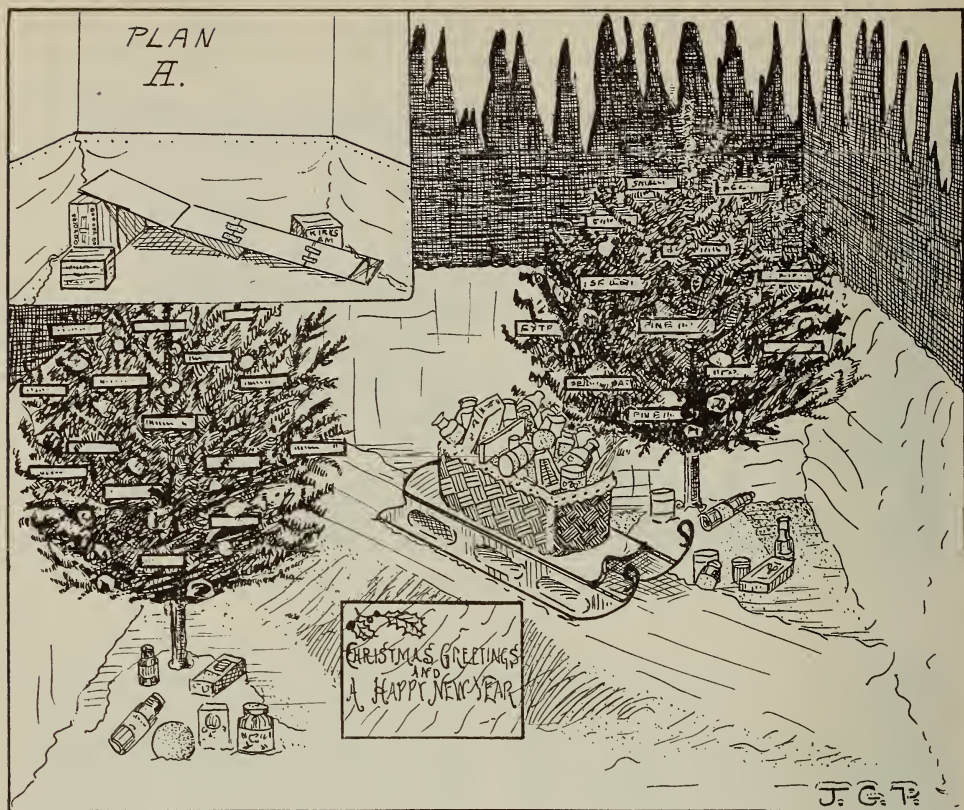
Last Minute Suggestion for Christmas Feature

As the pumpkin is symbolical of Halloween and the Thanksgiving celebration, the Christmas tree cannot be supplanted as the star feature for the Christmas display, unless it be a reproduction of Santa Claus himself. This latter feature is frequently a difficult one for the grocer to procure or reproduce, and for that reason is used less frequently.

The drawing on the next page conveys a good idea of a method of arrangement of

the Christmas window, and it is attractive, easy of arrangement, and connects up closely the celebration with the eating part of the holiday program.

First, construct the inclined plane. This extends diagonally across the window, and the rear end is elevated about three feet. This elevation will vary according to the length of the incline. Note that this incline is made of several short lengths of boards, each of which has one end on the



floor and the other resting on the board underneath. In this way the incline is given a "dip" which would not be possible with a single board.

Now place the two small boxes in opposite corners of the window and place a small Christmas tree on each one. Cover floor of window with cotton batting, pulling it up over the incline to represent a snow-drift. Take a small packing box: after filling it with goods, place on the sled as shown. When placing the sled on the incline, start it at the top and allow it to slide down until it reaches the position shown. In this way the runners will make

marks in the "snow," producing a more natural effect.

Each of the trees is decorated with a number of tags of the Christmas variety, that is, having borders of holly or similar decorations. On these tags are shown the name and description of such articles as are featured at this season.

In the sled made to appear coasting with its load of appetizing foods down a gentle incline are the articles in the real that the tags on the tree tell about. This plan can be worked out in greater detail if it is desired to use bright-colored baby ribbons to connect the message on the tags with the actual goods in the sled.

The Revolving Christmas Tree Feature

During the holiday season the man who has something mechanical to show in his window has the advantage in attracting the Christmas trade. With no mechanical trains to exhibit, and while the windows, as a general thing, can be made live enough, it must be admitted that something moving in a window attracts more than anything else will.

In the sketch shown on this page a plan

of arrangement of a mechanical display is outlined. The plan is unique, because while of a mechanical nature, its principal object is to attract attention to the display of fine goods to be shown rather than detract interest from the display of goods for sale, as many other mechanical displays have been found to do. It must be remembered that while the efforts at window decoration are principally to attract and please trade,

the display is an advertisement that should show returns for the amount of time, and expenditure for decorations, put into it.

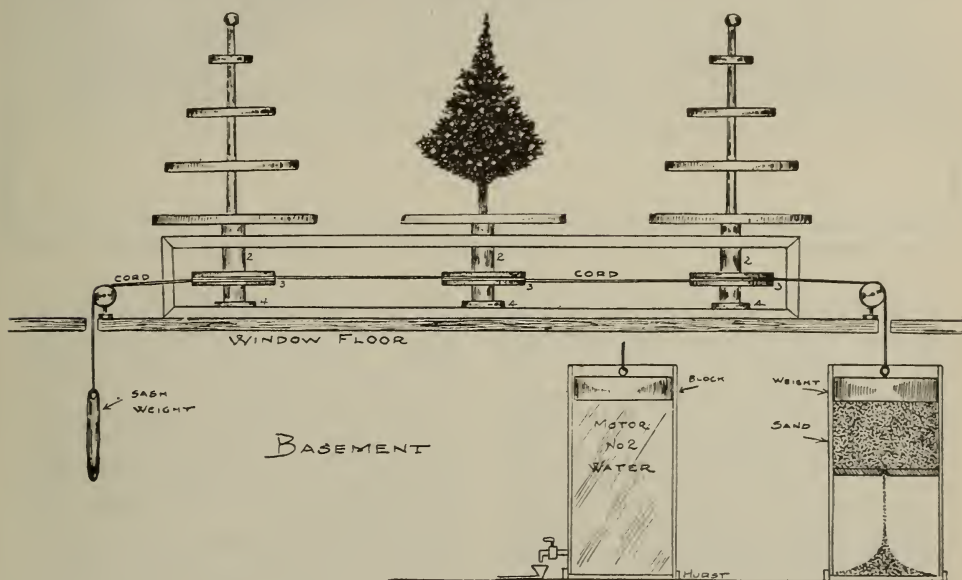
A study of the sketch will reveal that the object of the device is to obtain a slow revolving motion for the display stands at each side of the window. The motive power shown in the two containers typifies slow action, which in this case is especially desirable.

The following description and instructions for placing will give the necessary information to get the desired results out of this inexpensive mechanical display, opportune for introducing a Christmas display, yet appropriate and adaptable for displays at many other times during the year.

A frame of wood of good heavy material is first made, in which is placed a shaft and

the weight placed upon the sand again. It works on the same principle as an hour glass; however, care must be exercised in securing good, clear sand, thoroughly dry and free from lumps, otherwise the opening is apt to clog and stop the display.

Motor No. 2 shows a similar arrangement which will answer in moving a display of this character. It is described as follows: A tank or barrel is filled with water in which floats a heavy wood block. The water drains through a faucet into the outlet or it can be led into another barrel and the water used again. The weight or block should be connected with the cord and floated in the barrel as illustrated. As the water slowly drips out, the wood weight falls with it, drawing the cord and slowly turning the stands.



a pulley (see Figs. 2 and 3). This shaft should rest in a disk marked Fig. 4. At the top of the shaft the platforms are built. Now a cord is run once around each wooden wheel at 3, and then over a small pulley at each end. At this point, both ends of the cord drop into the basement through a small hole bored through the window floor. One end of this rope is connected with a small weight (a light window-sash weight will answer) to hold it taut; the other end is connected to a heavy weight which rests on the motor.

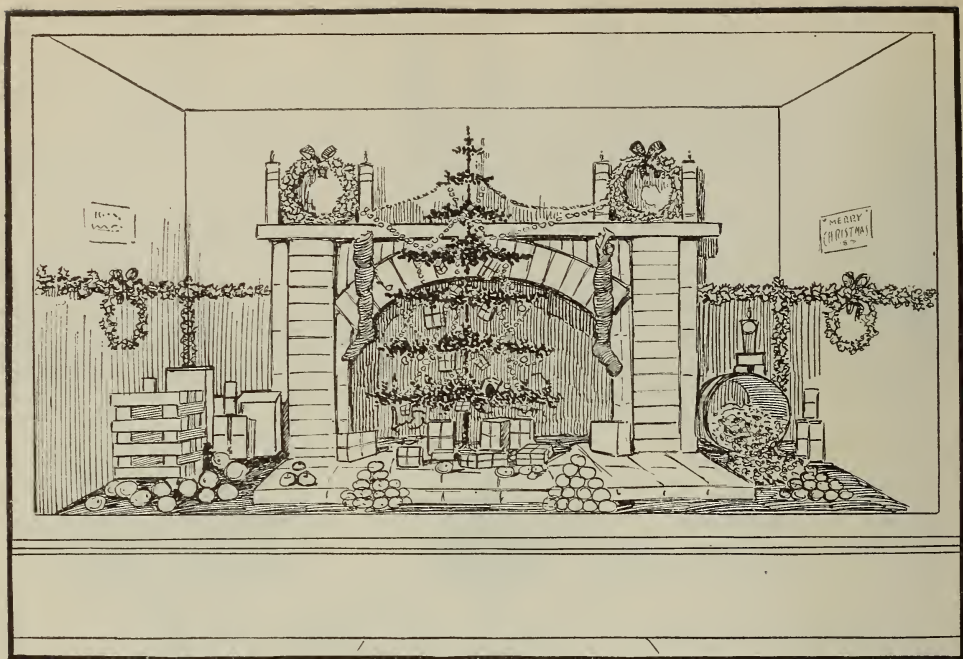
The sand motor can be made of a large coffee drum with a partition in the middle through which a small hole is bored to regulate the flow of sand. The size of this opening regulates the speed of the motor. The drum should have a lid for each end, so that when the sand has passed from one compartment to the other, the weight can be lifted out and the barrel reversed and

In displaying merchandise with this scheme, the framework and mechanical arrangement should be hidden as much as possible by placing merchandise around the base of the stands and hiding as much as possible all moving parts.

The two stands at each side of the window have enough display space for a complete trimming with the fancy groceries.

A decorated Christmas tree is shown placed on the center stand, and this, together with the two outer stands, revolves slowly to the delight of the customers passing the store.

This plan has many points in its favor. While elaborate in effect as a display feature, it is not difficult of arrangement nor is it expensive in the matter of outlay for material. Its mechanism is such that, being of no delicate construction, it will not get out of order, and the device can be used many times with no added expense.



The old custom of hanging the Christmas stocking at the fireplace furnishes a good idea for a Christmas window display. The fireplace as shown in this sketch is easily constructed of cartons with a white painted board running across the top to serve the purpose of a mantel. The tiled hearth consists of raisin or currant cartons, or combination of the two. The arch of the fireplace is made by placing cartons on a light board which has been bent to form the arch.

In decorating the Christmas tree, many of the presents shown in the sketch can be represented by dummy packages wrapped and tied with ribbons, or package candy, which many grocers carry for the holiday trade, may be featured. If the store carries a general line, there will be no difficulty in getting enough articles to feature in connection with the tree.

Two Christmas stockings, one at either side of the fireplace, are filled to overflowing with fruits, nuts, and toys, and at either side of the mantel is a wreath of holly.

This constitutes the central feature of the window. The balance of the space is occupied by articles for the Christmas dinner. On the right is a barrel of fine cranberries lying on its side with the contents partly emptied on the floor. A card may be introduced showing the price. A few jars of jellies and preserves will also be effective.

On the opposite side are cartons with window fronts, showing some tasty eating raisins. Little groups of fruit, candies, cakes, etc., are neatly arranged in various shapes about the floor.

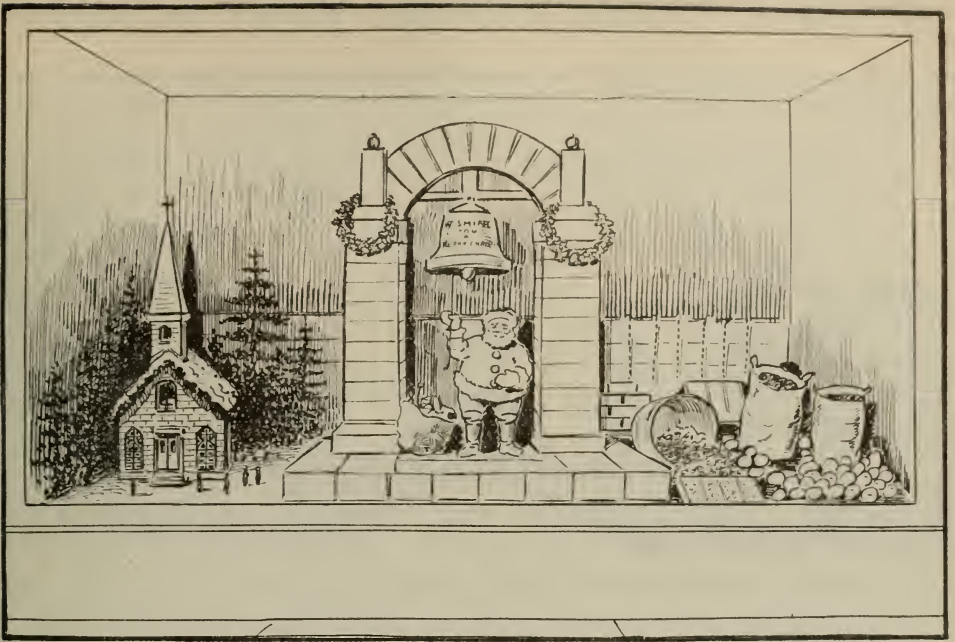
This window will make a beautiful evening attraction by placing lights back of red tissue paper in the fireplace, care always being taken to run no risks of fire. The tree is illuminated by small electric lights of various colors.

Santa Claus is again the central figure in the next window arrangement.

The huge wreath within which the figure stands is of holly and is tied with a large ribbon in a neat bow. If the holly is not to be had, evergreens will answer as a good substitute, and the bow at the top may be made of crepe paper. In the hands of Santa Claus is a streamer on which appears a "Merry Christmas" greeting.

Candies, nuts, and fruits constitute the principal articles featured in the display. Across the front of the window are several large selected grapefruit. In the background are placed seasonable carton goods and dried fruits, bottles of olive oil, and such other items as play an important part in the Christmas dinner.

Care should be taken that the window is absolutely clean for the Christmas display. Goods used in the decoration must be fresh and neat in appearance. The fruits especially must be watched closely, and any but the best taken out immediately. The apples are well polished and present an appetizing appearance.



In this window sketch comparatively little prominence is given to foods. Rather, emphasis is laid upon subjects that are in keeping with the season.

Naturally old Santa Claus is again the central figure in the first cut display. He is the one great indispensable feature of the Christmas season. To represent this figure we have again called on the toy shop for a figure of the proper size. If a real Santa doll cannot be found it may be necessary to get a doll dressed for the occasion.

The belfry is constructed of cartons as indicated in the sketch and the bell is ad-

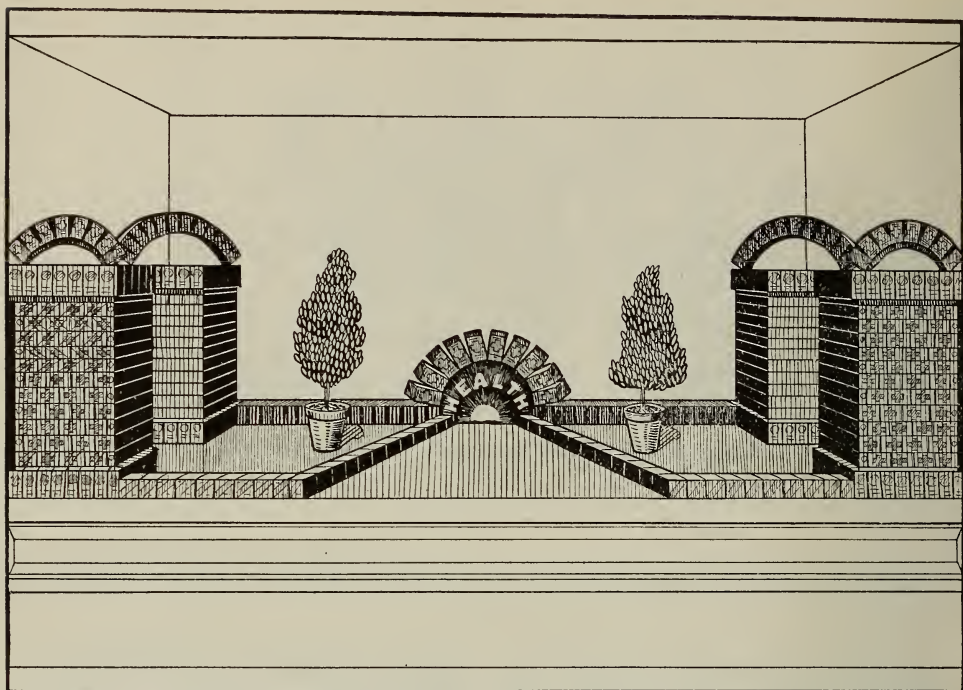
mirably represented by a large-sized paper Christmas bell.

In the right side of this window is a miniature Christmas church scene with the Winter trimmings, using cotton or other good substitutes for snow. This "snow" covers roof, ground, and hangs about on the pine trees. The church, if not obtainable in the toy department, may be constructed from cardboard with the windows and doors represented by ink drawings. The trees are from the toy department, or, better, branches of pines can be used.

On the opposite side of the window are arranged nuts, oranges, raisins, and other seasonable goods that are bought for Christmas.



A "Back to the Regular Fare" Window



Here's a "HEALTH" window for an after-holiday trade stimulator. A getting back into the regular groove of every-day needs is the idea of this window, and it can be used to display a variety of your best goods.

The pedestals in the four corners are arranged by using as the center an empty box around which the cartons or cans are placed. To produce the top stone or layer, take a quarter-inch board or heavy fiber board, if the goods to be placed on top are not too heavy. Cut this wood or fiber board to a size several inches wider and deeper than the outside of the crop of the pedestal and place on top with an even margin on all sides to permit the top layer to extend over from one and one-half to two inches.

The entire window is laid along simple lines and is designed as a direct contrast

both in the nature of goods offered as well as in arrangement with the holiday windows.

The walk is laid out by means of making a border of cartons and cans. The walk itself is represented in no mean way by placing brown paper, preferably sugar paper, to imitate gravel or dirt. Green crepe paper for the plots hedged in by the cartons defining the walk can be used, or common tissue paper cut into fine strips and scattered around sufficiently to cover the floor of the window.

A perspective must be made in the placing of the cartons laying out the walk, and at the farthest end of the walk a sunburst, easily made by fastening empty cartons to a wood barrel hoop cut in half and the hoop itself covered with paper, which may be lettered as shown in the drawing.

[Clock Idea and How to] [Make It] [Work



When the holiday spurt is over and the immediate task confronting every one of us is getting the most out of January business the window display plans must be attuned to the nature of present order of business, which once again settles back to the steady hum of filling the every-day order.

The window plan is a reproduction of a large clock face for the feature. It calls for a big object and after being completed many pertinent phrases can be constructed to connect up the feature with the sales talk.

The face of the clock should be as large as the proportions of the window will permit; it should of course be white and may be constructed according to the whim of the window trimmer. Probably as convenient a method of preparing the face is to cross two pieces of 1x2 inch lumber of a length dominated by the desired width of the clock's face. A thin strip bent to form a circle is placed around this. If not too large the steel tire of a buggy wheel may be used and the cross pieces cut to a length to fit into the tire.

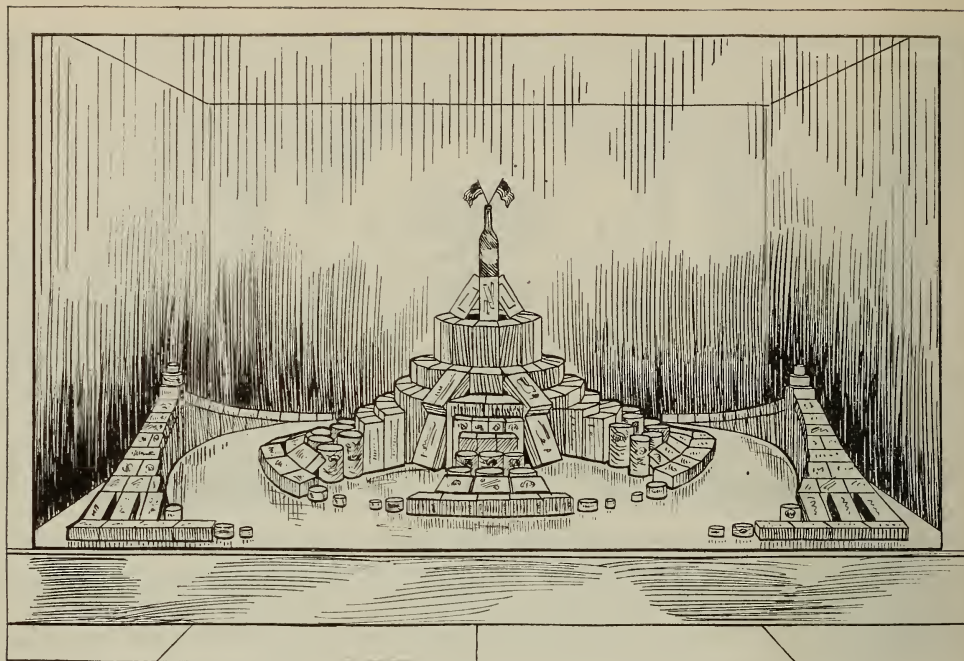
Over this framework a sheet of white canvas is stretched, when the help of the sign painter will probably have to be se-

cured. The hands of the clock's face can be made out of cardboard, half or even quarter inch lumber or heavy tin. Cutting them to represent hands will not be difficult if a sharp knife or a pair of tinner's snips is handy. The hands painted black with either gold or white decoration and with the numerals properly spaced to mark the hours on the face will about complete the feature.

When it comes to a matter of contest for effect, still life vs. action in a window, the window with action in it usually gets the decision. A water motor in the basement for a small toy, with a belt over the pulley fastened to the shaft to which the hands are fastened, constitutes one method of getting that action. One hand may be placed on a short length of pipe and the other on a shaft turning slower in that pipe. Let them spin around and put up a sign, "Time's flying, better get your—now." Last summer's electric fan can again be brought into play, only the matter of proper gearing must be thought out so that the hands will not perform too rapidly around the face.

If the size of the window permits, the face of the clock should be large and prominent. Let it dominate the entire display by its prominence.

The Tower Window and How to Build It



The tower window is laid out in beauty curves and is designed to appeal on the strength of sheer attractiveness—its good looks.

The tower occupies the center of the window and the exact center must be located. This point need not be in the center from front to back, but must be in the middle of the window from right to left. When the exact spot has been located a small nail is driven partly into the floor.

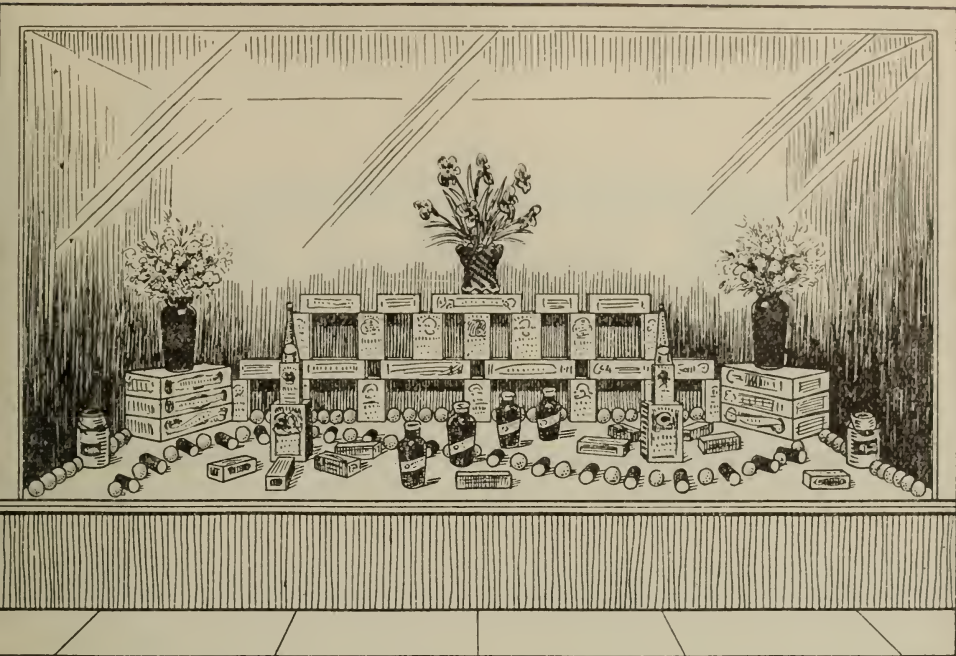
The measurements made from this center depend of course upon the size of the window to be trimmed. The nail driven into the center is to enable you to get the outline of the circles, to be formed by the displays, correct and true. By the aid of a piece of string fastened to the nail and a piece of chalk at the other end the curves are easily made and guide lines established.

After these guide lines have been drawn, the nail in the center of the window is removed and the work of building the tower commenced. The height of the tower being governed by the height of the window no prescribed height need be given. To avoid in any case the necessity for too many cartons or cans to form the base, an inverted butter tub or candy pail or even a box is used to build upon.

A pail will be found to be more acceptable, as curves are the feature of the window and the corners of the box might cause some difficulty in rounding out the outer layer with cartons, cans, or bottles.

The drawing shows how the pyramid is broken into at the front, making a pleasing interruption in the long lines of cartons that circle about the lone flag-bedecked bottle set at the apex of the tower.

A Decorative Window of Fancy Groceries



This window plan has for its aim a purely decorative effect. The seasonable goods are called upon for this display and such bottled, carton, and tinned goods as Maraschino Cherries, Hawaiian Sliced and Crushed Pineapple, Queen Olives, Imported Sardines, Tarragon or Malt Vinegars, Salad Dressing, Imported French Vegetables and Canned Meats, etc.; in fact, all that are seasonable, profitable, and "displayable," will help make this window attractive.

In the back of the window, cartons can be built up in masonry style and a vase of flowers set on the top center carton as well as on the cartons piled up in each of the corners.

Fresh fruits can be introduced into this window. A double curved line of fruit and cans is intersected by a line of preserve jars. In the inner curves of the line a large carton is partly encircled with smaller ones and on top of the large carton is another smaller one which is topped off with a bottle of olive oil, salad dressing or Maraschino cherries.

A jar or can of apple butter or a can of sliced pineapple set at each forward corner of the window and fresh fruits are used as edging all around the window.

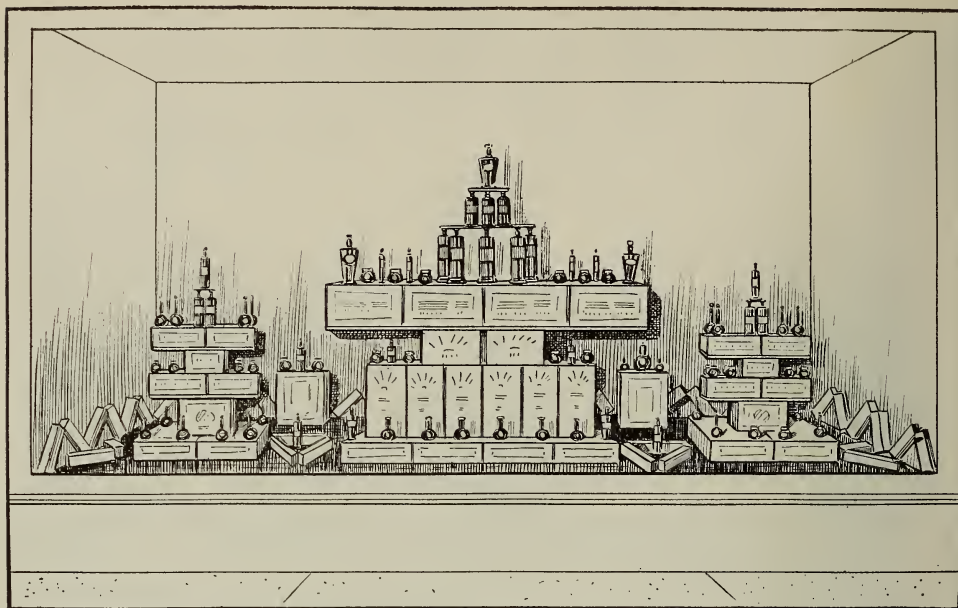
The general attractiveness of this window depends to a great extent on the color effects brought out. This will not be found a difficult matter to arrange, as pleasing contrasts can be brought about by placing preserved fruits alongside of handsomely colored labeled cans or cartons.

Bright red apples, deep red preserves, oranges, bright red Maraschino cherries, green creme de menthe cherries, yellow salad dressing, etc., will make possible excellent color schemes.

That these must be harmoniously blended is a caution that is not out of place here. If it is not borne in mind, the whole appearance of the window will be spoiled and all efforts and time put into it will count for naught.

So let there be harmonious contrast.

A Simple Carton and Bottled Goods Window



It is a good idea to have "on hand" a series of windows of the type shown on this page, a carton and bottle arrangement, several varieties of which are shown on other pages from time to time. To establish a reputation for your window, change the display frequently.

The plan is simple from the standpoint of arrangement, and then again because of the fact that the quantity of goods displayed is small. The window space is well utilized, while but little merchandise is needed, consequently requiring little time.

The upright supports of the center group, as the drawing will indicate, are built up of cartons which are laid on a thin board to sustain the weight of this row of cartons. This group is topped off and relieved of its bleakness by a sprinkling of small bottles of fancy goods.

The seasonable items in these goods should be used. Small bottles of pickles, fancy jellies, marmalades, salad dressings, oils, and even small sifter top bottles or tins of

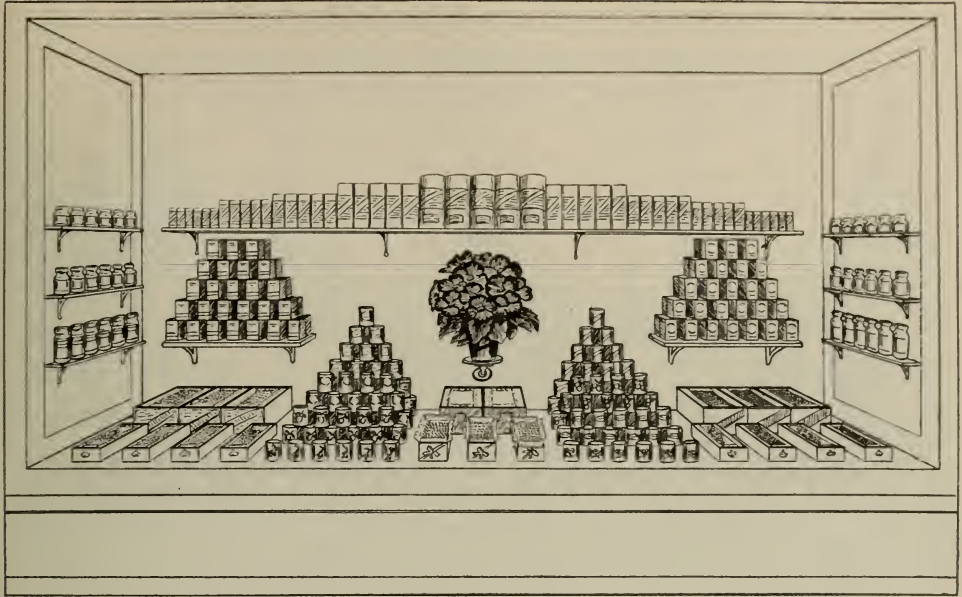
fancy spices may be used to grace the top of this group.

At either side of this group is a pyramid of cartons made to graduate from the larger sizes at the bottom to the smaller cartons at the top. In this case again the exposed tops of the different cartons are topped off with small glass packages of different kinds of fancy eatables.

With the three groups arranged on the plan described, the effect of the display so far would be too much of a vertical and a horizontal construction. To relieve the straight line appearance, an arch of small cartons is worked into the larger group spanning the base of the two upright supports of the top row of cartons.

A clean cut display will be the result if the plans in the drawing are followed. The floor space is relieved of any barrenness that may result, by the placing of small groups of bottled goods, as the drawing shows.

A Shelf Arrangement for "Stock Idea"



The drawing herewith, outlining one simple window plan, is one of the kind that is good to keep in reserve. When there appears nothing appropriate for a display, when everything is of a sameness, use this lay-out.

The arrangement is of the shelf variety and where rear and side partitions are installed will carry a display of fancy goods to good advantage. Many merchants or their trimmers have found it very practical to arrange the sidewalls as well as the rear partition in such a manner that the shelves can easily be slipped into place and as readily removed. Much is possible with a window of this style, and the drawing fairly depicts the effect that can be produced.

The man who has the windows in charge will do well to add to his "stock," the group of simple little shelves shown containing the displays. It is not always desirable to fasten the shelves to the window partitions or walls, so by a means of screw-eyes and pins to fit snugly into them the display fixtures are put in in a jiffy. Therefore this sort of window may well be regarded as a

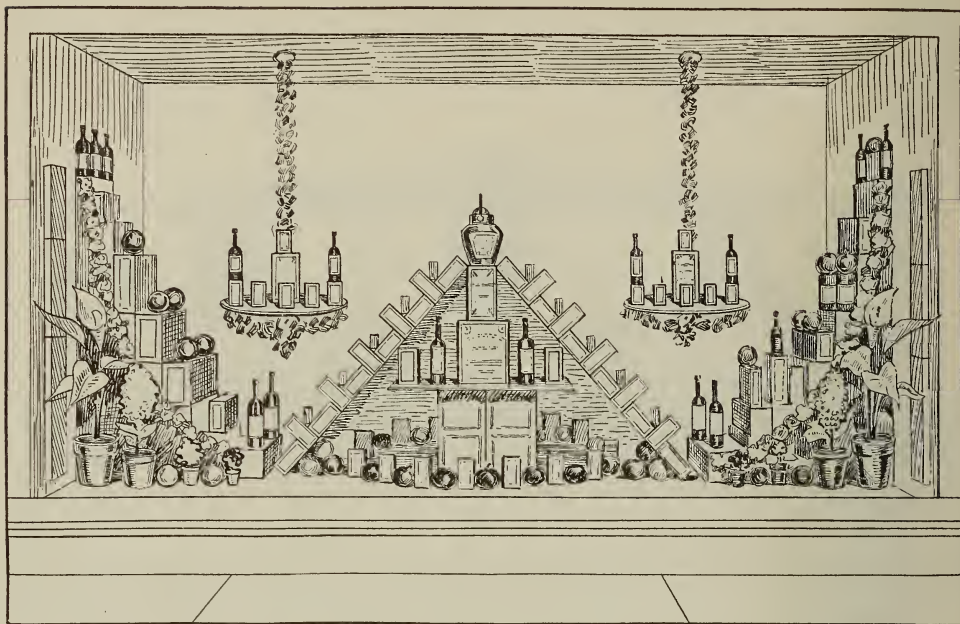
stock window. The plan as well as the display stands are stock ideas, and make a card that can be kept for emergencies. The shelving should be well made, though not necessarily of a fancy finish. In most displays they will be covered with clean manila paper, and the finish of the wood is immaterial.

When the goods to be displayed are brought into the window, care should be taken to arrange the various articles tastefully and the groups so placed that a pretty picture is created. Too frequently a window is spoiled by overcrowding. That's bad, because it throws the whole plan out of gear so far as appearances are concerned, and in the case of a window display appearances are everything.

In placing the shelving, this same caution must be observed. Notice the happy disposition of the groups of goods shown in the drawing.

For a "stock idea" this fancy groceries' window is a good card to have up your sleeve.

“Steppes and Pyramid” Display Window



The window with a special feature, wherein every effort at clever arrangement and attractiveness is concentrated on one item or class of items, is the strongest kind and more readily productive of good results than any other.

Take any article in the store, and, if it has a whit of merit, a special feature of it in the window will go far towards putting it in the front row of popularity with your trade.

Yet, as a window must be changed frequently, preferably at regular intervals, and special features are not always convenient to arrange, a purely decorative window is in order and the thing to use for a change.

So this is “a decorative window plan.” The principal points are the steplike arrangement of shelves on each side, the pyramid in the center, and again the swinging platforms are suspended from the ceiling.

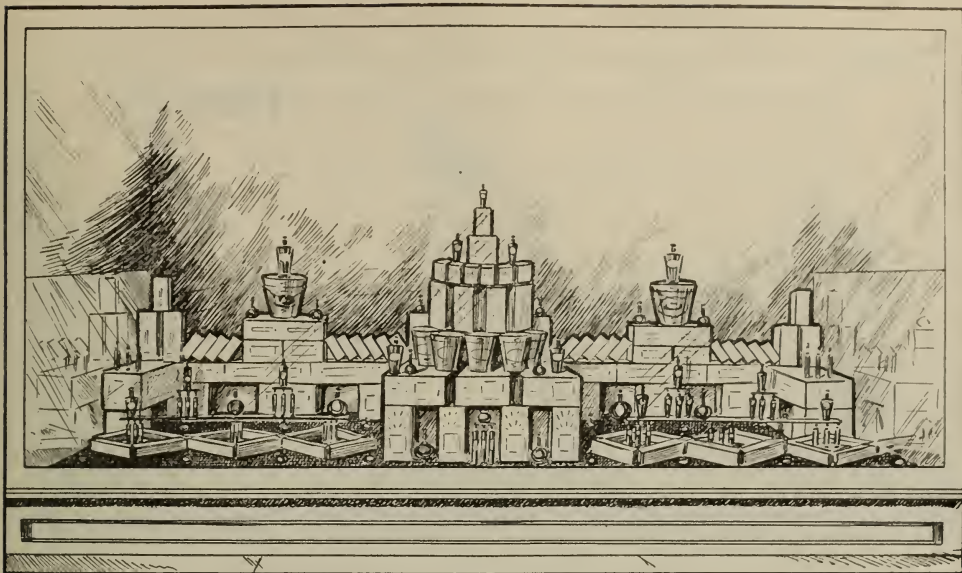
The usual caution should be observed with this decorative window. Don't pile it too full of goods. A crowded window kills the effect that the window itself is there to bring out.

As the drawing will indicate, the center and support of the pyramid is built up of larger cartons with a platform half way up on which some bottled goods can be shown.

Leaning against the top of each side of this pile is a half-inch board covered with paper, forming two of the visible sides of the pyramid. On this cartons may be arranged, as indicated, and the peak topped with a large container of some fancy preserves, jams, or apple-butter.

A variation of this arrangement can be brought about by making a complete pyramid set square so as to show the front side or giving it a slight turn showing two sides toward the front.

The Brightest Window on the Street



This window is laid out low and long on the ground, one of those "low, rakish craft" that are built to get there. This is an epicurean window.

There are any number of people who will stand long and earnestly before a window that is arranged along appetizing lines, and what is more appetizing than a sparklingly clear display of high-grade groceries? The basic principle of this window is neatness.

Make it an immaculate display of some of each of the very finest, high-class groceries in your stock. One exclusively of bottled goods would make a tasty window, although an assortment of fancy labeled canned and carton goods together with the bottles will bring out the desired effect.

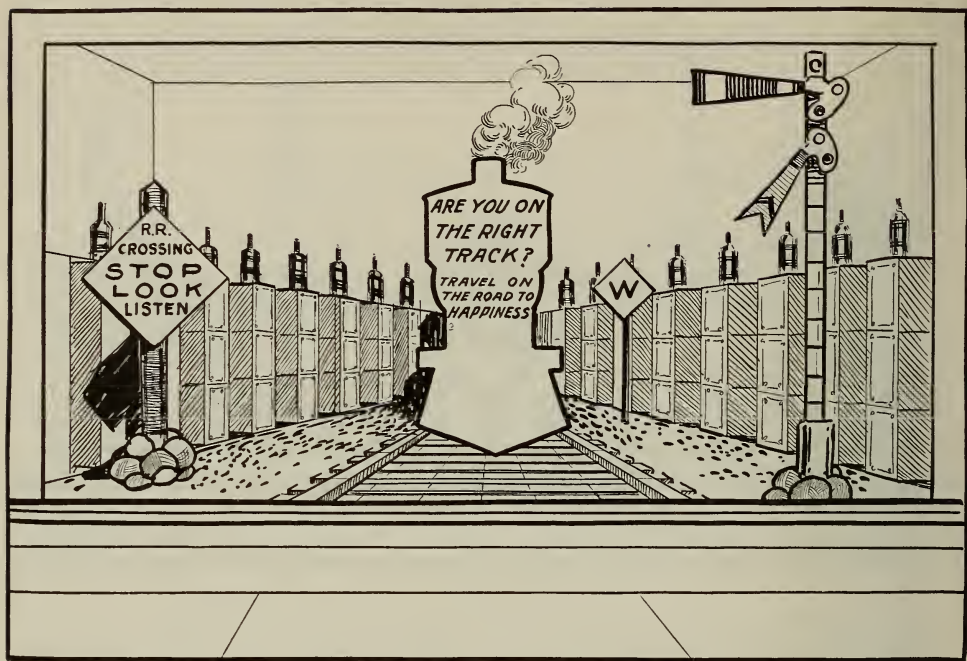
But—the bottles must glisten and the labels be spotless. Such of your flooring as is exposed must conform and be in perfect harmony with the rest of the window. So brighten that up first.

Place a mirror on each end of your window, one about three feet high and extending from front to back. The rear wall of your window should also be mirrored to the same height, although if not practical this feature can be omitted, but the end mirrors should by all means be in place as they will greatly enhance the appearance and will improve the general effect.

Now, altogether, let's brighten up. If the winter has been a long and hard one, begin by making the spring windows the brightest spot in grocerydom in your town.



The "Right of Way" to the Consumers' Trade



STOP! LOOK! LISTEN! is the message of this window. This window is of such a nature that it will attract the prospective buyer and contains suggestions which will inspire a desire to buy.

The above illustration suggests a rather unique idea for a window display. The locomotive is a cut-out and is mounted on a light frame and lettered by the show card writer. The vacant space below the word "Happiness" in the locomotive cut-out may be utilized by the individual window trimmer as he sees fit.

Spaghetti or macaroni cartons will serve the purpose of a railroad track or stick cinnamon in cartons may be used to good advantage at this season of the year and suitable ties may be constructed from the same material. The semaphore at the right of the track is constructed of canned goods. The arms are pasteboard cut-outs and are attached as indicated. If necessary a thin narrow board placed at the back of the post may be used to act as a support and each can fastened with light wire or colored

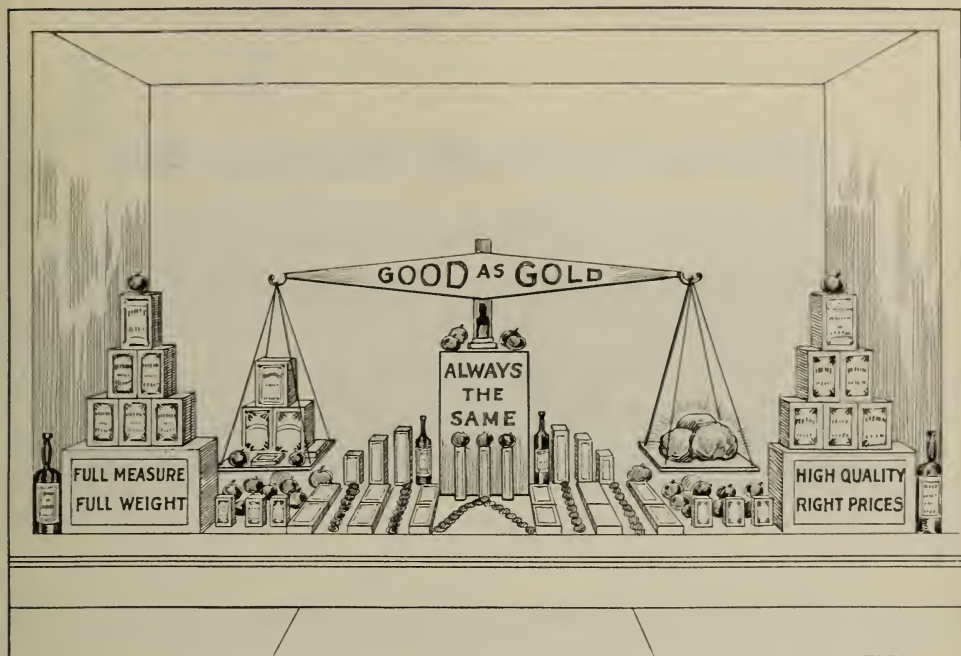
twine. Around the base of the semaphore, melons, apples, or any other similar shaped fruit are arranged in the manner in which stones are usually arranged about the actual railroad semaphore. The crossing signal at the opposite side of the track is similarly constructed.

The roadbed may be represented by coffee and the fence at either side is made of carton and bottled goods, or canned goods will serve the purpose for fence posts and the intervening spaces serve as billboards on which appear announcements of such goods as are to be featured. The whistling post as shown in the sketch lends a certain realness to the picture.

The smoke from the locomotive is a part of the cut-out and is sketched in a grayish color.

The window trimmer who has plenty of mechanical facilities at hand may so attach a small electric motor that the arms of the semaphore work alternately up and down by a pulley arrangement. This action in the window will be found to be a strong drawing card.

A Novel Quality Argument Window



How accurately and convincingly will the articles in your store carry out the very definition of the word quality. That they are worth their weight in gold can be used as a basis for this display.

Right here is an opportunity for a telling canned goods display and the "quality" theme is appropriate.

For, as an expert opinion in the canned goods field puts it, "the canning factory places the vegetable garden, the fruit orchard, and the berry field at the door of every household in the land," and prices in the store's line of canned goods will bear out this statement.

In constructing the balance shown in the cut use a wooden beam and fasten it securely on the upright, as the argument to be conveyed is the fact that the articles that the foods on the "good" side of the scale are weighed in the balance and are not found wanting. A sufficient amount of goods must be shown in the pan. By fastening the beam rigidly in the center the amount of goods that you can balance

against the gold is limited only by the size of the pan.

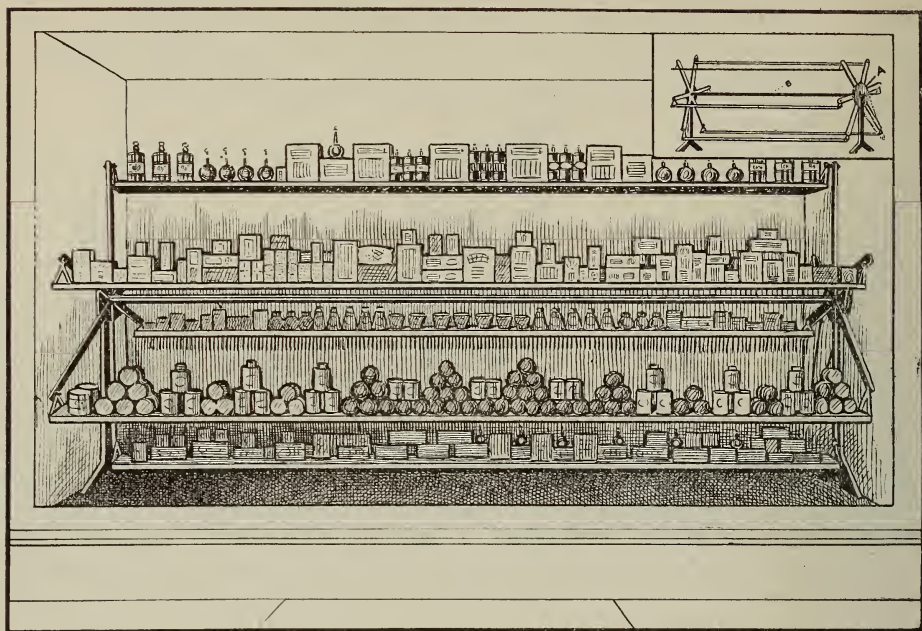
"Good as Gold" should be the legend portrayed on the beam and brought out in as large letters as possible.

The canned goods are to be placed on the "good" side of the scale and the gold on the side where this word appears on the beam. In place of nuggets a very satisfactory substitute will be found in the form of gilded rocks. These must be properly gilded, otherwise much of the value of this display will be lost.

The display in the drawing features carton and bottle goods. The quality window should bring out the fact that those goods are "as good as gold." Use as the basis for the pyramid in each corner a number two canned goods case covered with either white or colored paper and use the front of it as a display card.

On one of these surfaces tell the customers that "the canneries bring into their kitchens during the winter months the vegetable garden they relish so much during the Summer months."

A Revolving Display Shelf Feature



This is rather a unique and an attractive window feature as it is out of the run of ordinary displays.

The design in the upper right-hand corner shows the construction of the turn wheel. The power for turning this wheel can be supplied by a spring, electric or water motor. This wheel must be made so as to turn very slowly. To accomplish this you can regulate the speed by the size of the sprocket marked "A"; the larger it is the slower the wheel will turn. Axle "B" turns with the sprocket and by so doing the power is distributed equally to both sides of the wheel.

The shelves are made to hang level and in a horizontal position, no matter at what point in the revolution, as is shown in the construction of the wheel in the detailed design.

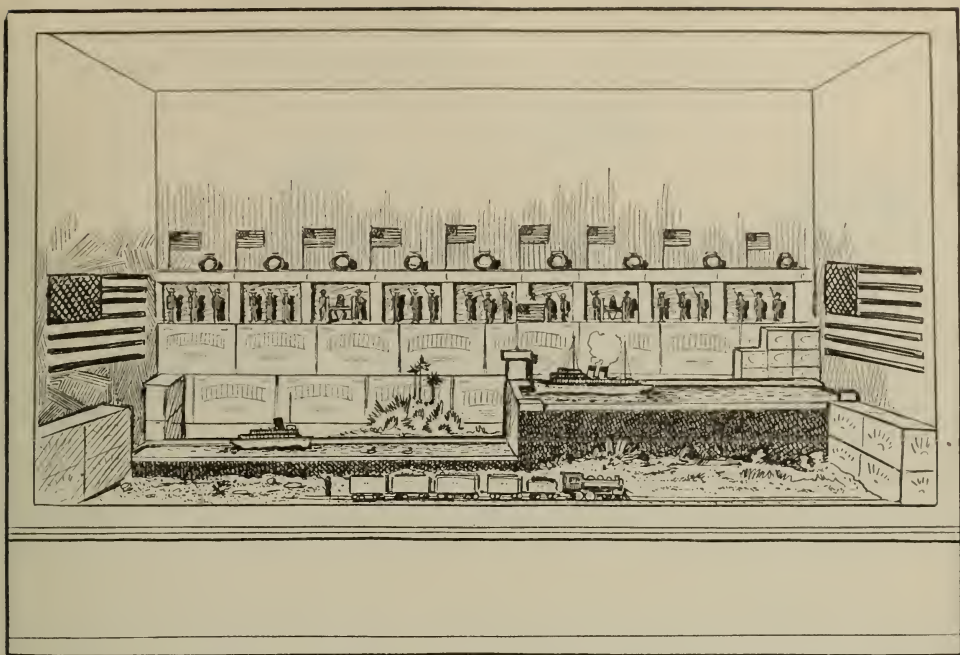
The goods displayed are kept in their class as much as possible—that is, one shelf contains canned goods, another fruits, etc.

If this plan is well executed, it will stop the busiest man in town long enough to see the line of goods displayed on the slowly moving shelves.

Keep the display free from dust and the glass clean.



Panama Canal as a Window Feature



The Panama Canal, being one of the greatest engineering feats of the age, is the talk of the world and furnishes an excellent suggestion for a window display. Although other interesting features of this subject may be used in the display, a lock of the canal in miniature is shown here with ships traveling in both directions.

If the window is too large for using ordinary dripping pans for the water containers, the nearest tinner will make at small expense two long, shallow pans which will hold water. The two should be of sufficient length to reach across the window in which the display is made. As will be noted in the sketch, one pan or section of the canal is placed on a higher level than the other, which furnishes the lock appearance.

In case the trimmer does not wish to go to the expense of having the water containers made, mirrors will serve very nicely as water, although he may have some difficulty in securing mirrors of the proper length and width.

About the lock tropical conditions pre-

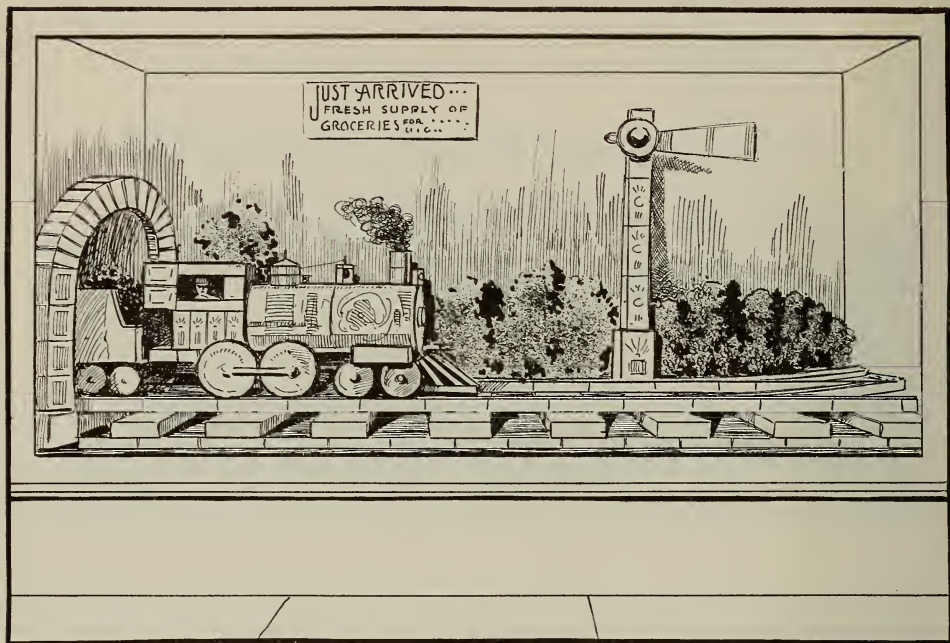
vail. The floor of the window is covered with sand depicting an uneven stretch of country spotted with imitation tropical vegetation. Green paper cut to represent palm leaves and pasted to slender sticks or lead pencils make suitable palm trees.

The train in the foreground is a feature which is optional with the individual trimmer. However, it is a fact that the great artificial waterway is paralleled by a railroad so that its presence is absolutely in keeping with the scene. The items needed for this part of the display, as well as the boats, can easily be procured.

It will be remembered that the plans for the canal include fortifications. Soldiers with cannon stand guard over the lock from their lofty fort, constructed of cartons. American flags are much in evidence throughout the display.

A touch of life, which will increase the interest in the window, can be had by stocking the canal with goldfish. The shallowness of the water containers permits of the fish to be seen easily from the sidewalk.

The "Locomotive in the Window" Feature



Here is a variation and an adaptation to the grocery window of the old locomotive display feature which won comment and pulled business for the hardware man who first adopted the plan a good many years ago.

The drawing represents the locomotive emerging from a tunnel. The idea is, of course, to construct the feature as nearly as possible out of materials made up of grocery items. Lack of a proper food container of the proportions of the boiler of the engine will probably necessitate the use of a length of stovepipe properly covered, for that portion of the feature.

Heavy cardboard bent to conform to the shape of the boiler will also answer. The smoke stack, if made to resemble the present heavy type of high-power locomotive with the short smoke stack, can be reproduced by a squat can and capped with a can with sloping sides such as contain potted chicken, plum pudding, etc.

A bunch of mineral wool shaped into the proper form to resemble smoke is glued to the top of the can. The wool may be reinforced with fine wire to make it stand erect. The bell, safety valve, etc., can also be worked out by means of smaller cans and cartons or fashioned out of cardboard.

In order to make the entire feature rigid, a half-inch board cut to the desired width

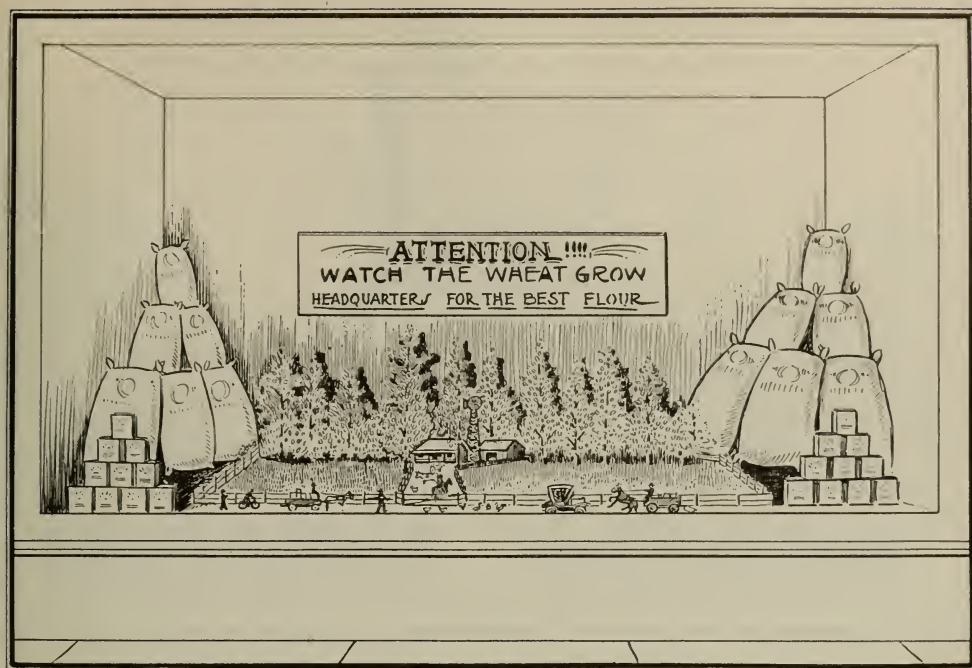
and long enough to support the locomotive boiler, cab, and tender, is used. The cab is made of cartons and here as usual dummies are desirable because of greater convenience in placing. Then, too, they can more readily be glued together.

The wheels of the locomotive and tender are made of can lids. For the drive wheels, lids from friction-top cans will reproduce to best effect the flanged wheel. For the smaller wheels, the same kind of lids are used. Difficulty may be experienced in securing a lid small enough, but those used on sample cans of some products packed in friction-top tins, if procurable, will fill the bill satisfactorily.

Placed in front of the smokestack is the usual headlight which may also be a combination of carton and can lid. A small incandescent light borrowed from the Christmas tree outfit, placed so as to light the track after dark, will make the display effective at night.

The arch method of placing cartons is used for making the tunnel which backs up against the side of the window. Flat cartons for the ties and macaroni or spaghetti cartons for the tracks ought to help make the grocery "flyer" realistic. A semaphore with the upright made of more cartons, large ones

A "Start to Finish" Summer Window



Here is a pastoral idea for a window that present weather conditions will help to make a success.

The plan, in brief, is to show in the window the different stages of flour from start to finish. From the growing wheat to the milled grain in sacks, cartons, and barrels is the theme of the display. It is one of those irrigated farms, the rapid development of which will be apparent to every passer-by.

At the front of the window, the plan in the drawing provides for a small farm where wheat has been sown. The farm buildings are shown in the background of the field of growing wheat and at the rear and sides of the window a display of the store's flour in the different packages is arranged.

A galvanized tray to hold the wheat field will be found to answer the requirements to best advantage, although a box constructed of wood will answer if made as near watertight as possible. The real thing in soil, rich black loam, for this indoor irrigated farm is necessary for good results. This crop must be an early one, and the wheat sowed thickly to produce both quick results, and then when

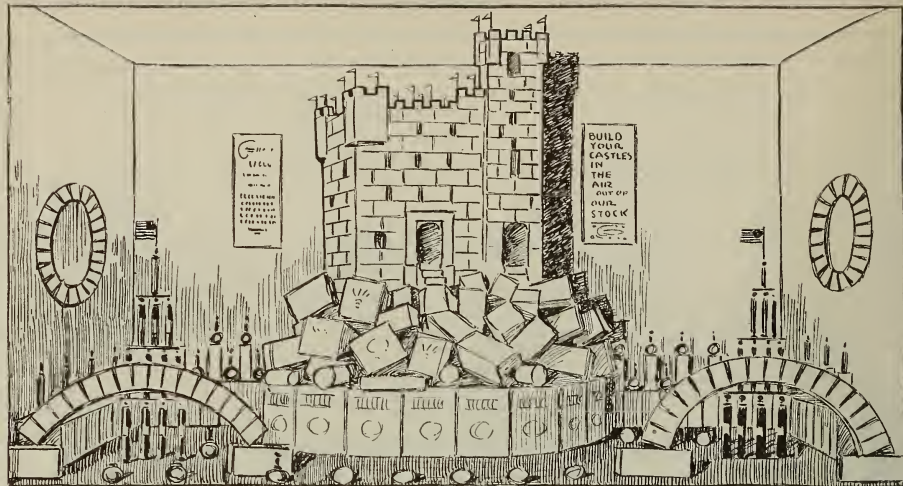
the crop shoots commence to show, there must be plenty of them. Fence the whole farm in as shown in the drawing and place along the fence at the rear a series of twigs that have a heavy foliage in a manner to represent a hedge and the scenic effect is complete.

The display of wheat goods to be shown in this window need not necessarily be confined to flour, but breakfast foods having wheat as a basis can be brought in to good advantage.

This is one of that kind of displays that is apt to tax the skill of the man trimming the window, and make him feel inclined to pass it up because of the apparent investment of labor necessary to secure the proper effect.

That's a mistake. If prepared with a determination to go the other fellow one better or to beat the store's own record for advertising effect and business-bringing windows, it will pay big because it is bound to create that favorable comment that is hard to gauge as to value in dollars and cents for the store producing it.

A "Build Your Air Castles with Our Goods" Idea



"Air-castle building," making plans for what we will do "when our ship comes in," is a harmless pastime indulged in by everyone at some time or other.

"Build your castles in the air out of our goods," is the sign to go into this window. It is a fantastic arrangement of the staples in cartons as a part of the grocery stock. The base, or foundation for the castle, is a box deep enough to raise the whole well up from the floor of the window.

To reproduce the castle effect shown in the drawing, a variety of sized cartons will be required. Then, too, the effect desired is to make the argument carried in the window cover as completely as possible the entire line in the store. The front yard to the castle is represented in the drawing as a rocky stretch, and here cartons can be placed apparently in a careless manner. Here, too, various sizes of canned goods can be used. They should be laid on the sides so that the labels show. A good color scheme should be worked out with the different labels.

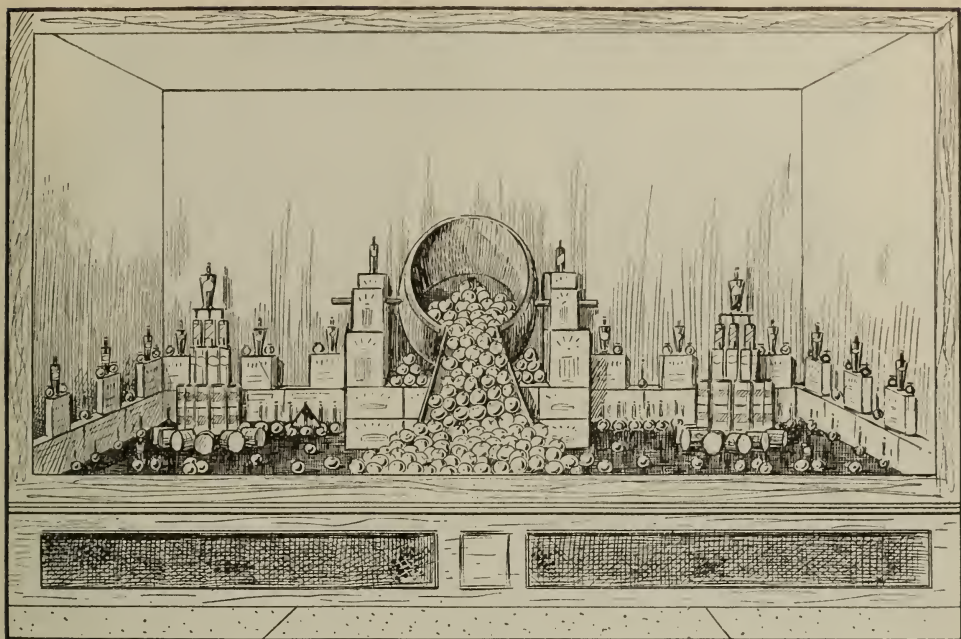
A protecting wall of cartons encircles the entire base of the castle, and for economy of actual goods used the space between the wall and the castle can be given a false bottom. The remainder of the display admits of a decorative feature and the plan in the drawing may easily be followed out. The manner of describing the arches on either side has been described on these pages before.

Here, as in many other displays, the aid of the manufacturers can be secured to provide the necessary dummies. In the construction of the arches or bridges at each side, as even in the building of the castle itself, dummies would probably answer the purpose to better advantage.

In the event dummies are used in building the castle, the placing of the cartons on one another may be given more stability by bringing the glue pot into play.

Some small fancy bottled goods as a trimming for the whole will be found desirable.

A [Fancy Goods Window with a Feature to It



"Let us chute a barrel of apples into your cellar."

The meat in this story, the life of the window, is in this display brought in in a simple but effective manner. It is one thing to arrange an attractive window, one that has architectural beauty and pulls on the strength of that attractiveness alone, and quite another thing to bring real life into it by a happy phrase, illustrated.

The latter effect has been accomplished in the sketch shown herewith. It is the means of securing for a tasty window display a real stimulus, a pulling power that all window trimmers strive for.

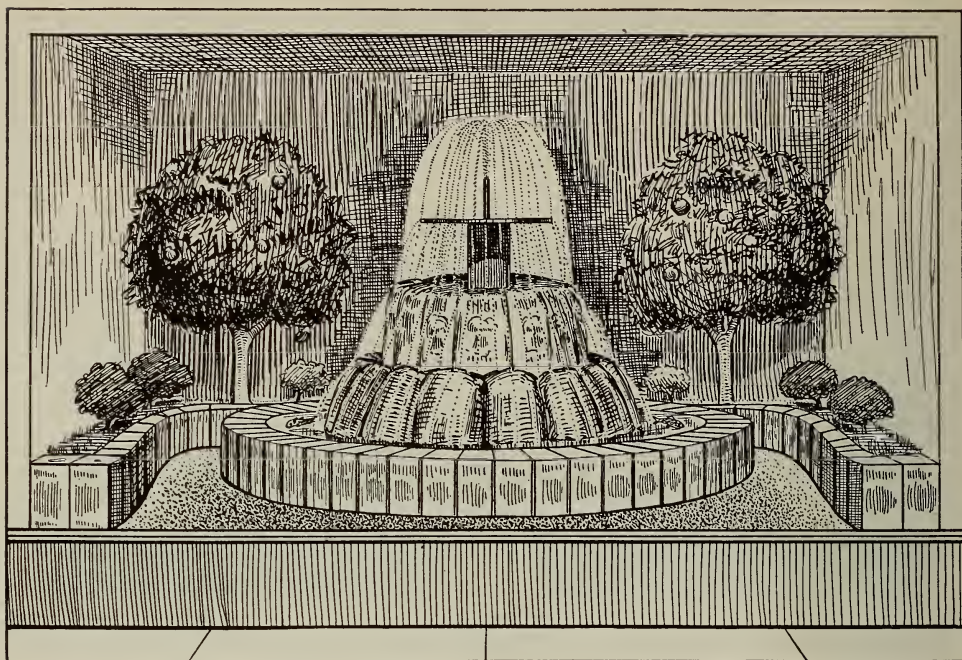
The window arrangement again demonstrates the value of that space known in advertising as "white" space. The display does not take up every square inch of the window. The display of carton, bottled and canned goods is arranged in such a manner as to form an index to what the store contains, and that is exactly what a window should do except in such cases where an entire supply of some item is to be run out at a special price. In the case of fresh vegetables an exception to that rule is also established.

But for fancy goods an appeal by suggestion must be made, and the window shown on this page is of that type. It has the added feature already referred to. This feature is simply a barrel of select apples placed in the window in a position resembling a cannon or mortar, out of which the apples are brought into the window by means of a chute pouring out the fancy fruit in a highly attractive manner.

The construction of this feature is simple and one which will work in with practically any display or arrangement. The tilted barrel rests partly upon an axis which has the appearance from the front of the window as being supported by the piles of cartons at either side. The axis so used is simply made of two pieces of wood, for which a broom handle is especially adapted. Because of the weight resting upon this axis it will be necessary to erect behind the cartons displayed at the front two wooden supports fastened to the floor, permitting the axis to extend beyond the cartons, as shown in the drawing.

At the bottom of the barrel a wooden box should be placed, which can be hidden also by cartons at the front. The rest is easy. A wall of cartons and bottles extend around the outer circumference of the window and small cans of fancy goods help out the general effect.

A "Fountain Head of Groceries" Plan



The fountain is "the feature" in this plan and a few carton and bulk goods can be used to help fill out the picture to connect the fountain with the grocery store.

The completeness of the picture depends of course on the amount of effort put into the display. One method is to use a circular pan of one-foot depth and three-foot diameter filled with water. This pan requires only a small outlay and the water is necessary for the manner in which the fountain is arranged.

Whether water or glass is used in the basin, the construction of the balance of the fountain is arranged in practically the same manner. If water is eliminated entirely, the center is built up with empty boxes reaching up to within a foot of the fountain head, and these boxes are built around with such groceries as will best bring out the desired effect of a fountain.

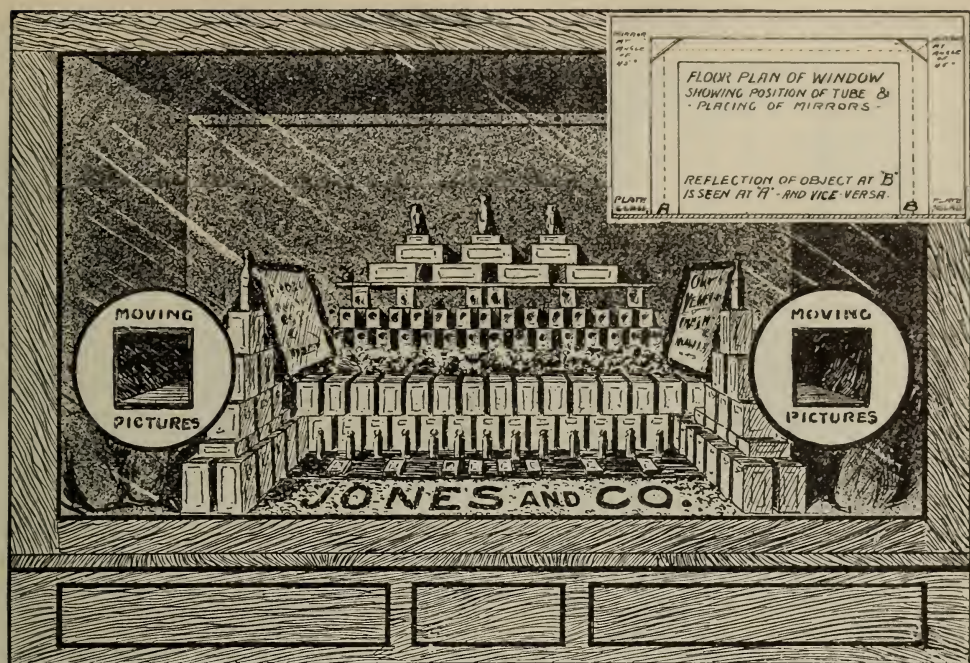
Small sacks are adaptable in many places where cartons or cans will not answer.

To create the effect of the spray of water, as shown in the drawing, a brass garden sprinkler can be used, and this is fastened to the end of a piece of gas pipe, which is inserted in a flat piece of wood to hold it firmly in an upright position.

To form the curves in the spray of water, wire is used and inserted in the holes of the sprinkler and bent, each to the proper drop. At intervals of an inch or an inch and a half pop-corn is fastened to the wire to represent the drops or spray, and as the distance from the fountain increases the grains should be placed gradually farther apart.

After the bend has been described, thread should be fastened to the end of the wires for the drop and the same method of representation of water followed as with the wire.

A "Look Around Our Window" Arrangement



Here is a window feature that will attract the curious and satisfy their curiosity. It is a mechanical window without the usual difficulty of arranging a window of that kind.

The plan is to show the gazer peering into either one of the openings at the sides of the window the picture of the man, woman or child looking into the other opening. The "machinery" is hidden by a carefully arranged display of carton, bottled or canned goods in the center. This display occupies the window with only enough space at the side and rear to permit the tube to run from the opening at one side of front of the window to the rear of the window and then towards the front of the other opening.

The openings shown in the drawing are made of heavy cardboard, or even heavy paper will answer the purpose. In these circular pieces are cut either round or square openings.

The construction of the mechanical feature of the scheme is simple and the plan for arranging it consists primarily of the following points: From each of the two front openings a square tube twelve inches

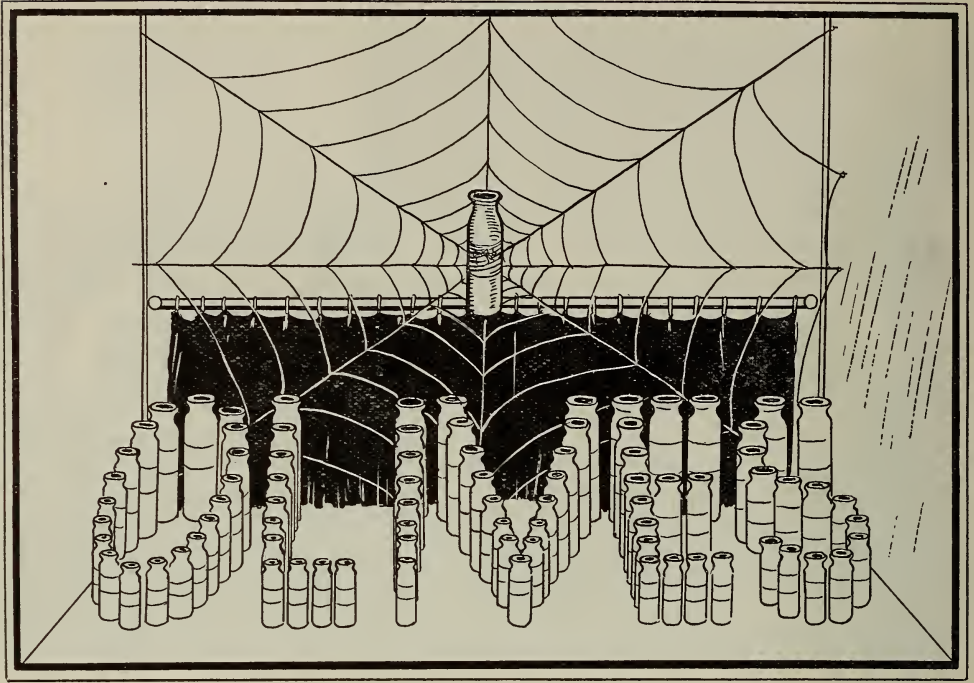
wide, or lengths of furnace pipe, extend to the rear of the window; a turn at right angles here, and then a tube of the same dimensions connects the two tubes extending from the opening squares at the front of the window.

These tubes may be made of the lightest sort of material, such as fibre board, and only of sufficient strength to hold together unless the feature is to be used from time to time. This tube should be light proof.

At each of the two rear turns is placed a mirror. These mirrors must first be of sufficient size and then clean. If set in at angles of forty-five degrees and the forward tubes on each side are at right angles with the rear tube the plan should work admirably.

The base of each of the tubes must be absolutely level, and it is as important that this be observed as it is that the tubes connect at right angles, the mirrors be placed at forty-five degrees and large enough to carry the image from one side to the other. A "square" and a "level" will come in handy in the construction of this feature to produce the desired result.

Novel Feature for an Olive Arrangement



There is no doubt that the unique window attracts the passers-by. Granted, then, that such is the case, the next question is to contrive a feature that is unique, yet easy to prepare.

Here is a suggestion for an olive window. Efforts to increase olive sales in bottles or bulk are well worth all they cost, and the display plan in the drawing is a good one.

The feature in the window is an easily constructed spider-web. White cotton clothesline for the four strands crossing at the center, and light cord or wire for the other threads in the web, are the materials required for the feature in this window. Then fastened firmly to the center is a bottle of your fanciest in olives.

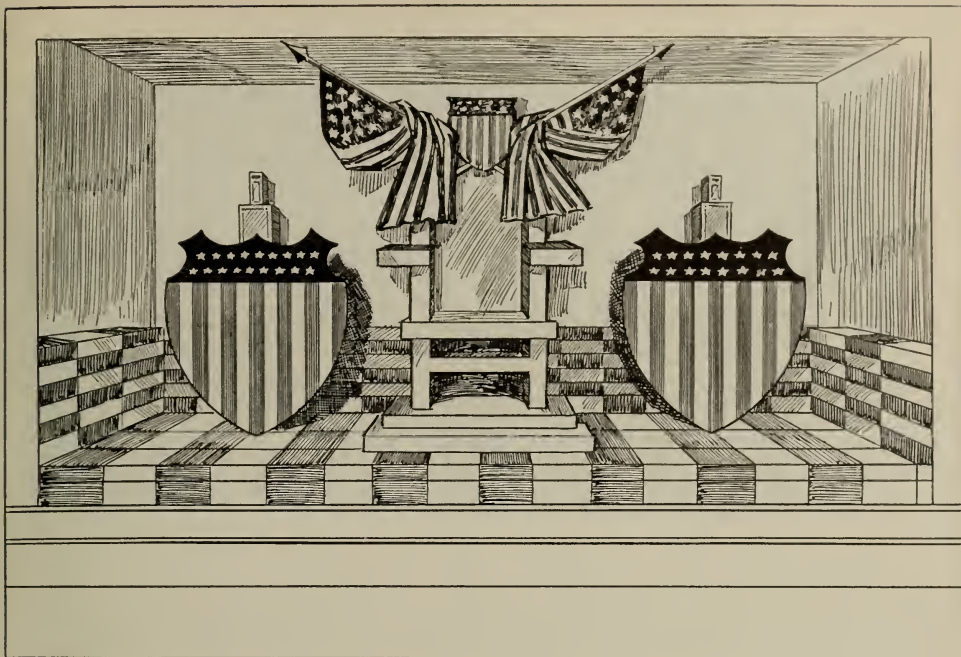
The method of preparing the web will suggest itself by the drawing. The web should be built into the space it is to occupy, rather than put there after having been made for the space. Take your white cotton clothesline and run a length from the lower left-hand corner to the upper right-hand. Do the same from the other lower corner. Then one up and down, and one from right to left across the center. Tie them firmly together at the point of crossing. Pull these main strands taut.

The connecting threads of the web are then ready to weave into the main strand. Stove wire will do for this, and no tying on to the clothesline will be found to be necessary. Start on any one of the heavy strands, and by giving one or two turns firmly around the line, so that it is gripped tightly, the web is easily woven.

It will be necessary to give the proper curves to the wire, as shown in the drawing. This should, of course, be done as the wire is stretched from strand to strand and the curve of each parallel strand of wire followed. White paint should also be applied to match the white line and cord.

The article displayed in the window is named in a unique placing of the bottles to spell the word **OLIVES**. The graduating sized bottles in which the olives come packed will make the following of the suggestion in the drawing also an easy matter. Use your little ten-centers at the front. Make the graduation towards the rear as gradual as your assortment of sizes will permit. The effect will be even better if colored ribbon is wound around each neck from bottle to bottle and then back on the other side so as to make a double line for each letter.

Plan for Featuring a Coming Election



Centering a window display around some good live topic of the day, especially as big a question as a presidential election or a local mayoralty campaign, is considered good business. More than that, it pulls, and that makes it the best kind of advertising.

The plan suggested in the drawing may be followed out without involving any great amount of labor. The floor covering may be reproduced by means of using cartons of contrasting colors. The effect secured in the drawing should be copied. As near as possible use one-colored cartons. The national colors should be worked into the entire display and for the floor a white and a blue or a white and a red carton should be used alternately to bring out the effect shown.

The sides and rear of the picture may be decorated by a contrast scheme of red and white. If preferable, use cans with labels

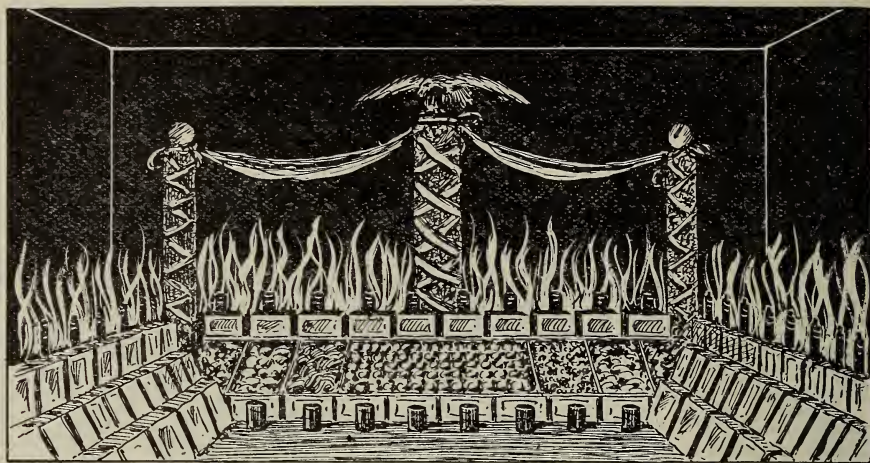
that will bring out the effect to best advantage.

The chair itself should be constructed out of cartons. The plan of construction suggests itself in the drawing, and the window trimmer will have an opportunity to test his skill in constructing the chair.

The packages used will require reinforcements in the way of small narrow strips of wood, which should be hidden from view. If empty cartons are used, glue them into proper position. This applies as well to the uprights as to the cartons used horizontally. To secure absolutely even surfaces where the packages meet, they should be glued together. Little precautions against a slip up here and there count big in the majority of cases.

The other decorations in the window consist of a shield above and flags draped on each side of the chair. The shields on each side will add the final touch and make the whole ring true.

Reproducing a Fire and Flames Effect



This is a hot display that has for its principal feature a fire effect.

As a Fourth of July window arrangement the connection is almost immediate as it suggests to the average person one of the means of celebrating that day despite the fact that the safe and sane idea is gaining greater favor.

The preparation of the window requires, first, that the sides and rear be covered with black cloth. Against this background is to be produced a series of flames which can be constructed by means of electric fans, a few strands of wire, and then strips of cloth to represent the tongues of flame.

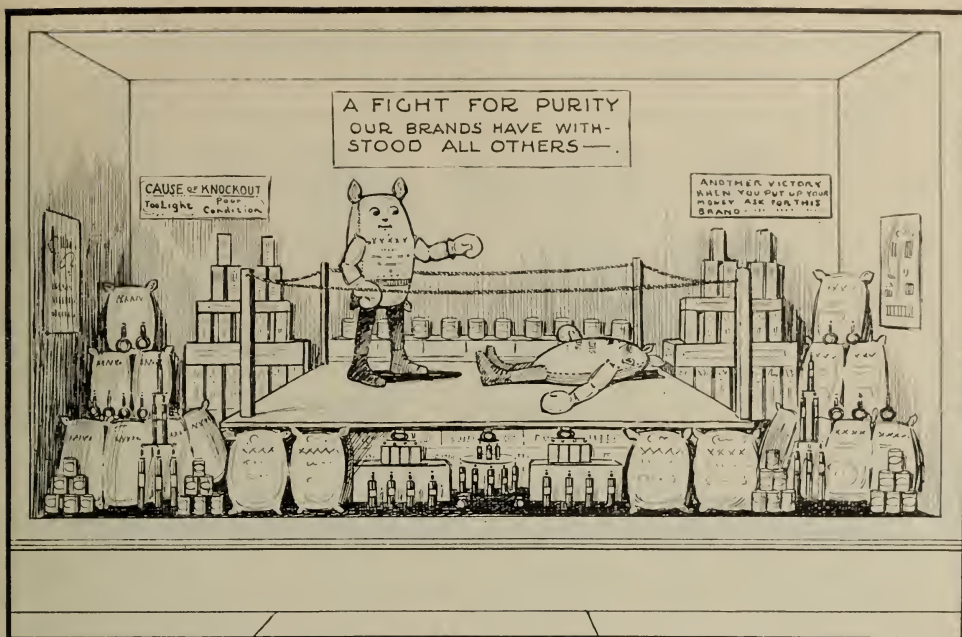
The best way to reproduce this effect is as follows: In the drawing is shown a display of goods at each side and rear of the window; and while the variety or class of goods may be changed, it is evident that the layout, so far as the placing of the merchandise is concerned, must be followed to make the flame effect possible.

The displays of goods should be placed only as far away from the sides and rear of the window as will be necessary to permit

the stringing of two or three wires at the back of the displays. To these wires are fastened strips of tissue paper cut in the shape of tongues of flame of different widths and lengths. These strips should be of a very bright red flame color, and to give them an added resemblance to a tongue of fire the bottom of each tongue should be given a touch of yellow at the bottom. To copy the effect of real flames to the best possible advantage, however, strips of silk should be employed instead of tissue paper. These will lend themselves admirably to the purpose and can be colored by means of water colors in a manner that will, if the proper care in placing the electric fans be observed, be a very lifelike imitation of dancing flames.

To bring the red glare of fire against the background of the window as well as on to the flames themselves, several red electric light bulbs should be laid on the floor of the window behind the displays and directly below the strands of wires to which are fastened the imitation flames. A realistic glow will be given the entire display.

“Our Brands Given the Decision” Feature



At first glance possibly the picture will convey the thought that the main feature therein is difficult of arrangement. Just a little bit, yes. But, spring it on Main street, or Front street, or Park square, and stand back and see the result of your endeavors.

A new, bright and clean flour sack of your best brand of flour—better make it a ninety-eight—is the body and head of the heavyweight. To make this stand on two legs is the thing that looks to be the thing that's next to impossible to do. It isn't though, as you will see.

The flour sack should not contain flour, for it is not necessary nor convenient. Empty it. Take 2 two-by fours and insert them at the bottom of the sacks. Inside of the body these two strips should be firmly fastened together in possibly two places.

The pieces used in fastening the legs together should extend up nearly to the edge of the inside of the sack after the latter is refilled to give the body firmness when made to stand.

After the bag has been made leak-proof at the opening made where the legs enter

the body, which can best be brought about by "skinning" the bag inside out clear down to where the legs enter and tacking the bag firmly to the legs, refill it solid with sawdust and smooth down the bumps, as it must not lose the appearance of a bag of flour.

The arms are made of strong wooden supports, to which are fastened threes or fives in salt sacks, also refilled with a lighter material than salt, preferably sawdust.

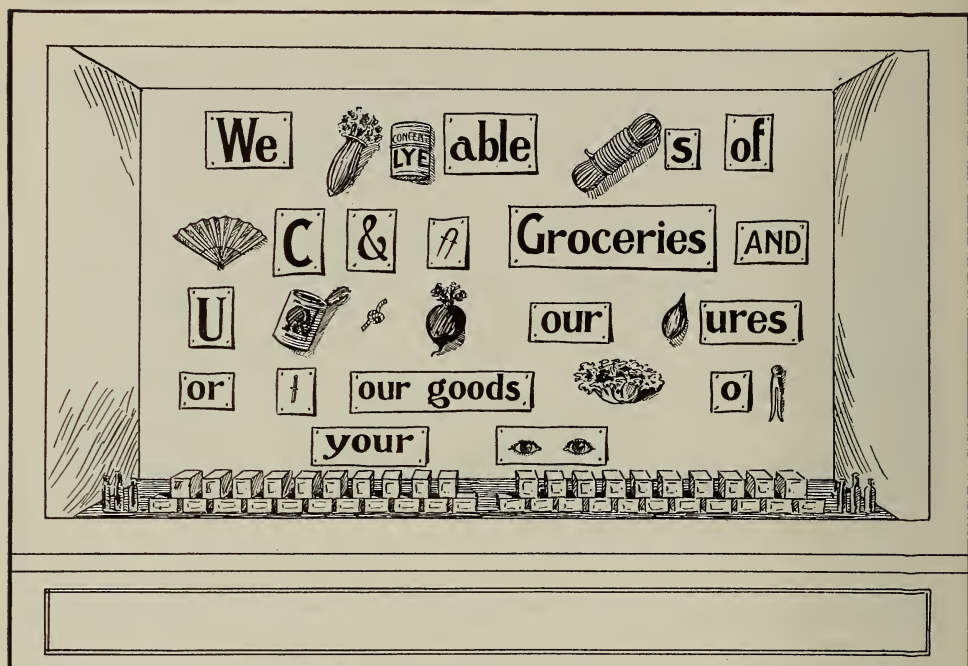
For the finishing touches of the fighter put a pair of shoes on his feet. As it is necessary to secure absolute rigidity the projections representing the feet should be fastened to the platform.

Add the finishing touches by attaching a pair of boxing gloves and painting a face at the top of the sack and your victor is ready for business.

The lad on the floor representing the brand or line that has been knocked out, as a result of "poor condition" is floored, is easier of arrangement.

His pins have given way, so for that reason need support him no longer. The figure can be constructed entirely of sacks for body, the inside cotton sack of a bag of sugar is the thing.

The Rebus Window Message Will Appeal



More than one merchant has tried the candle-burning window contest, the dish of beans, and even the bottle full of pennies. Guesses were free and the features proved of interest to the store's patrons.

For the sake of variety a rebus window ought to stir up some comments for the store giving the window space over to it. As in the case of the guessing contests mentioned above, the latter will prove easy to arrange, yet as it has been tried less frequently than either of the other kinds, it will prove valuable advertising. The drawing will show the details of arrangement and the general layout, which in itself is simple.

To get the best results, the entire rebus should be mounted on either one piece of cardboard or on a board. With a white background the letters and objects shown on the surface of this announcement the rebus can easily be seen and studied. In the drawing the sign is shown extending to the floor of the window with but a limited quantity of goods displayed on the floor. The effect of the feature can be considerably

increased if the sign containing the mysterious lettering and objects is placed more on the line of vision, thus giving a better opportunity to show a display of groceries in connection.

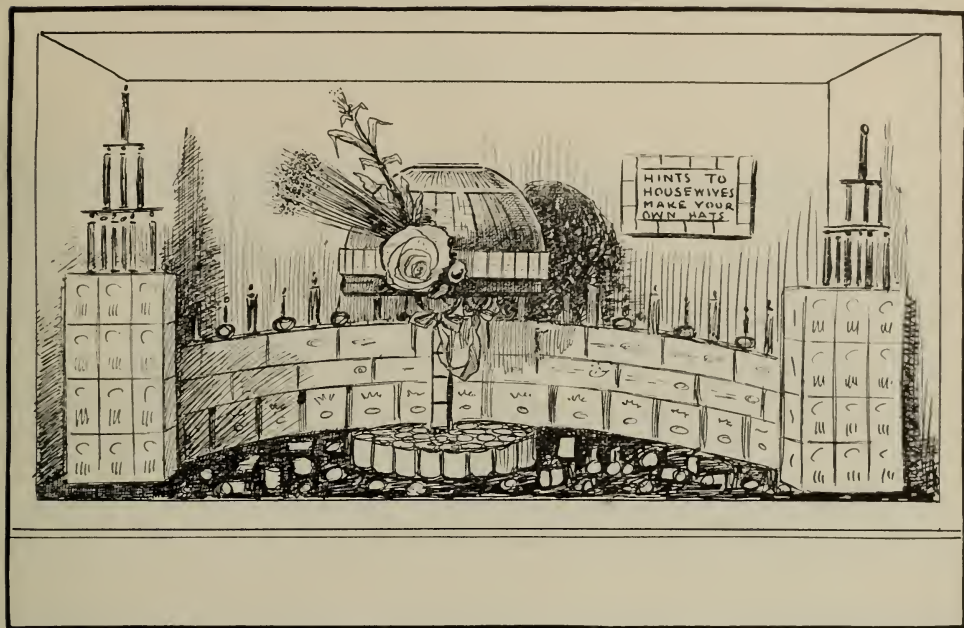
The translation of the rebus in itself makes a complete sentence and has a meaning, but it will be noted that the last few words are arranged in a manner permitting the addition of pertinent reference to the article that it is desirable to push. The display then, also laid in a manner that will make a direct connection with the rebus, will create altogether a mighty strong piece of advertising at practically no cost.

The rebus as shown in the drawing when correctly solved reads:

"WE SELL RELIABLE LINES OF FANCY AND STAPLE GROCERIES, AND YOU CANNOT BEAT OUR FIGURES OR MATCH OUR GOODS. LET US OPEN YOUR EYES."

When to this is added direct reference to some special article of which the window display is composed, the effect is excellent.

A "Paris Hat" Idea as a Window Topic



There is a place for humor—even in the grocery business—and here's an opportunity to prove it.

This "Paris hat" window requires no milliner to arrange it. The basis is a bushel basket—the common, ordinary basket of commerce. The trimmings consist of one red cabbage, or green if the red variety is not available; a small bundle of wheat or oats which the farmer will donate; a few strips of tissue paper that the ten-cent store next door will furnish, and any other decorations that chance to be handy. All the rest is easy, for it merely calls for the use of cartons and goods shown in the store.

Of course there is call for all sorts of ingenuity, and if a few bunches of radishes or onions, a squash or two are added, it only will heighten the effect.

First build up the cartons as indicated, choosing colors that will blend with the colors on the hat, if possible. Then put the millinery creation on the cartons, as shown in the sketch. The plan calls for a band of small cartons to take the place of the ordinary band about the hat, but tissue paper may be used if this construction looks too difficult. The cabbage, the corn and wheat are fastened to the basket, and if the trimmer desires to take a little more pains, it might be well to paint the basket in the prevailing hat shades of the locality.

Then use the sign as shown. Vary it if desired. Say: "Paris has Nothing on—," "Millinery for Fall will be Modest in Type." "No, madam, This Paris Creation is NOT for Sale, but the Goods Are."

It will set people to talking.

Display Suggests School Lunch Material



When it is nearly time for schools to open for the Fall term, a simple and interesting display featuring goods suitable for school lunches or school supplies is especially appropriate.

Such edibles as are put up in cartons as wafers, crackers, cakes and cookies can be used in the display, and preserved fruits, jellies, and jams, as well as pickles, are much in demand by school children.

Canned meats and cold boiled ham are timely suggestions for those who have lunches to prepare. Also work in some of those profitable specialties.

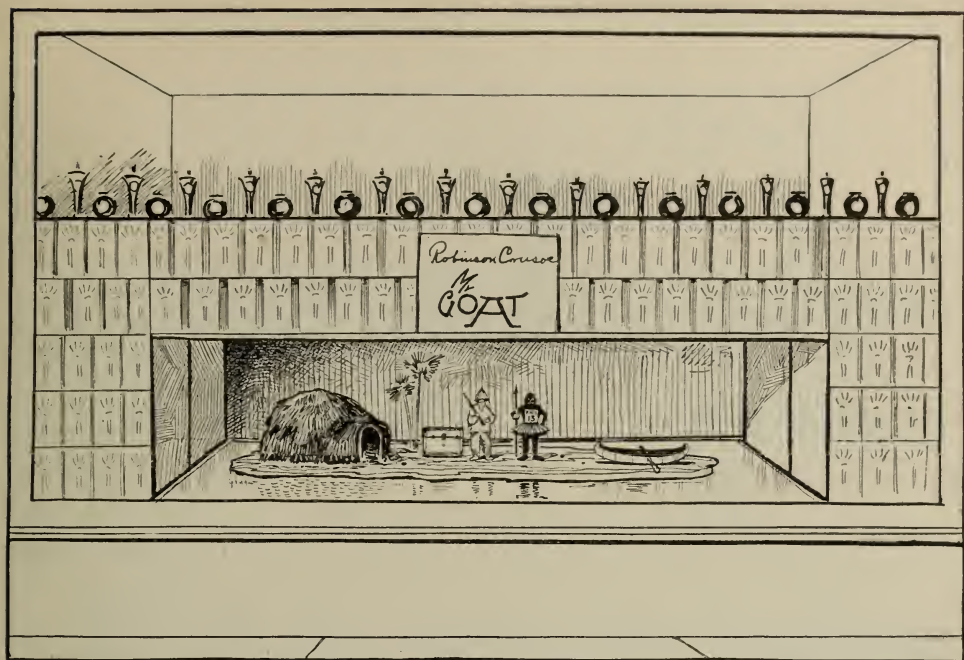
All these commodities work into a design which center about the familiar nursery rhyme of Mary and her lamb. The school house is not difficult to find, but one can

be easily constructed from cardboard and the windows and doors indicated by pen and ink. Mary and the lamb are borrowed from the toy shop. The trees can be secured from the same source.

The rhyme in the background is optional with the window trimmer; however, it is easily made and adds a certain definiteness to the display. The other card at the right serves the purpose of a suggestion that goods bought at this particular store make the preparing of lunches easy, and is a very important feature of the display.

This window will attract the children especially, but it is surprising what a number of grown people will be attracted by the same simple display, not to mention those whose attention is called to it by the children.

A Series of Nursery Rhyme Windows



Although at such seasons of the year when there are plenty of fresh fruits and vegetables to put in the grocery window, there are times when following such a course is not advisable. Or the fruit and vegetable window may have already been provided for.

To fit cases such as these the window plan in the sketch is shown. The idea is taken from the mythical Robinson Crusoe story and while the picture will prove especially attractive to children it is surprising to note how many "grown-ups" will be attracted by the same display. "Friday" is also brought into the scene. His master is robed in the famous "coat of an old nanny goat" and the sign over his head is arranged so that Mr. Crusoe's picture word, spelling and drawing "My Goat" in one operation, is shown.

The scene is a tropical one in accordance with the story and depicts the hero together with his companion in the middle of an isolated island.

There are two ways in which the island can be represented. The water may be placed in a tank in the window with a quantity of sand in the center, making a real island, or a large mirror laid flat in the window may be made to play the part of the water, while a dark, irregular piece of cloth will answer the purpose of the island.

The two figures, of course, will come from the toy table of the novelty store. The hut can be easily made from moss or a piece of cloth and the palm trees consist of leaves cut from green paper glued to slender sticks of the proper length. The canoe, if not found at the toy shop, can be whittled from a chip of wood or made of cardboard. The chest is represented by a small block of wood marked to appear like a trunk.

Around the picture proper and acting as a border, cartons containing such food as are especially appropriate at this time of year are arranged. A breakfast food sale can be featured very nicely by using the cartons for the outline of this window.

The Jack and Jill Episode Reproduced



Here is a window that is simple of construction and one that will amuse and interest the passer-by. The general idea is based on the same principle that can be used as the foundation for a series of nursery rhyme displays. This one depicts the experience of the nursery favorites, Jack and Jill.

A mound of sand is first placed in the window or if the window dresser has at his command several bags of rice, these may be emptied over a false base for the hill. This gives the display a larger appearance. At the top of the "hill" is an old-fashioned open well which may be crudely constructed from such materials as are readily obtainable about the grocery store. The figures are represented by two large sized dolls dressed for the occasion. The small water bucket will be found in the toy department, if yours is a general store, or at the toy store. Note the positions of the figures: Jack in a complete "header," and Jill standing back in surprise.

This is the stage setting. The two dolls are the actors; the wings and scenery are made of merchandise taken from the grocery stock and consist in a large degree of carton goods, such as raisins and other dried fruits in cartons, or breakfast foods. Bottled goods, such as jellies, jams, or preserves, may be featured in an arrangement as indicated in the sketch.

On the wall back of the display appears the familiar jingle which adds a certain finish to the window.

The window plan shown on next page is based on a familiar old nursery rhyme. The sad adventure of Old Mother Hubbard is forcibly pictured in this window design. She has just left her easy chair in the corner and has arrived in front of the cupboard. She is made to show great surprise at finding the cupboard bare, as is shown by her startled position, while the dog appears disappointed at the slim prospects of getting a meal.

The construction of this display is simple. The old woman is a large-sized doll in disguise. She wears an old-style bonnet, a black dress with a white apron and collar. The chair is in proper proportion, being the common, ordinary doll chair. The toy dog is easily obtainable.

The cupboard is constructed of cartons as shown here, the shelving being made with the aid of thin boards. Any long, flat style carton will answer the purpose.

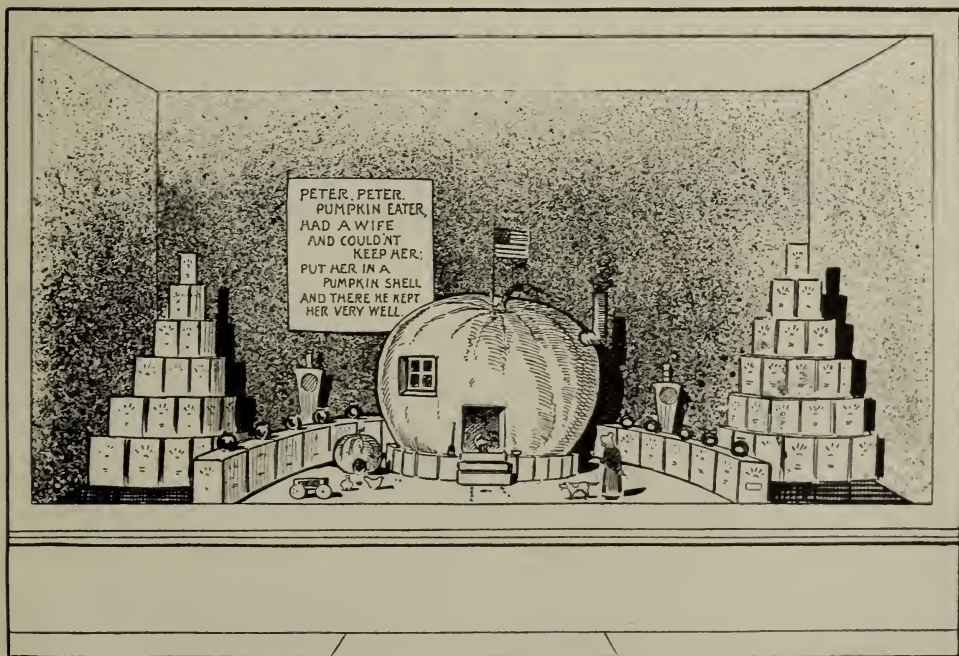
On the top of this improvised cupboard are arranged a few jellies and jams. Running around the wall of the window are cartons of such goods as it is wished to feature in the display and to give the window a finished appearance a few jars of jellies, jams, or preserves surmount the cartons.



Peter and His Pumpkin Offer Possibilities

Another good nursery rhyme subject about which an interesting as well as attractive exhibit may be arranged is that of the marital affairs of that old children's favorite, Peter, the pumpkin eater. The

scandal is so realistic in the picture that but few can resist the temptation to stop long enough to make at least a cursory examination of the display. Once the window trimmer has succeeded in attracting the at-



tention of the consumer, he has taken a long step in the direction of securing his trade.

This window is an exceedingly easy one to build; however, it can be made none the less effective.

The "house" consists literally of a pumpkin shell, the center of which has been taken out through a hole cut in the bottom, or one cut in the side opposite the door. As soon as this operation has been completed, the piece removed is replaced. The door and window are cut in the shell at the proper places. The window may be simply indicated on the shell by making the outline with a knife and scraping away the outer portion of the shell, or cut through as is the door.

At one side is the stovepipe, constructed of two pieces of heavy paper so cut that

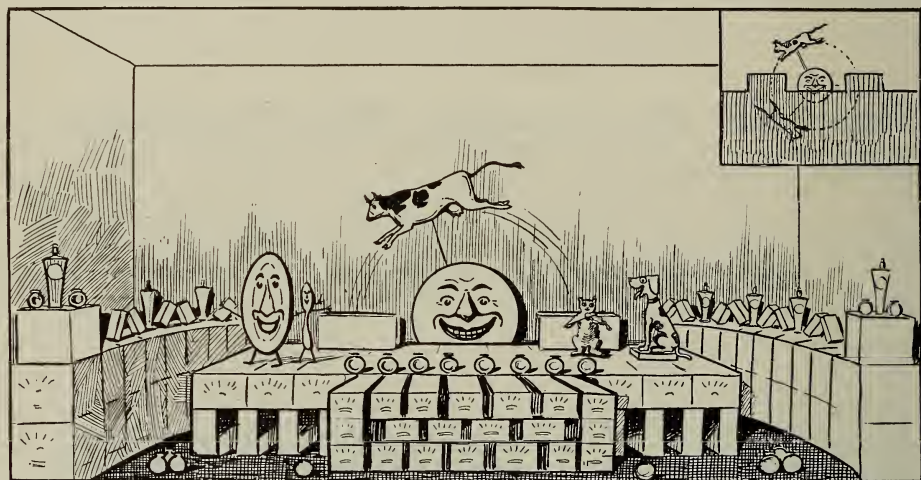
when rolled and glued together they form the elbow as indicated in the reproduction. The flag surmounting the house is entirely optional with the trimmer. A light bulb should be placed in the pumpkin.

It will be noted that the door is not constructed on a level with the floor, but is slightly raised, providing for a few steps. Around the base of the house small cartons are arranged covering up the unsightliness and at the same time giving a staple appearance to the house.

In the corners and forming a sort of background are cartons or canned foods, or any other articles which are to be featured in connection with the display.

On the wall in the background appears the nursery rhyme which will make the meaning of the display apparent at a glance.

Another Novelty Feature and How to Make It Work



This nursery rhyme window offers a suggestion which permits of some action in the window and a display not too different from those in the toy shop windows which will prove especially attractive to the children and equally interesting to the grown-ups.

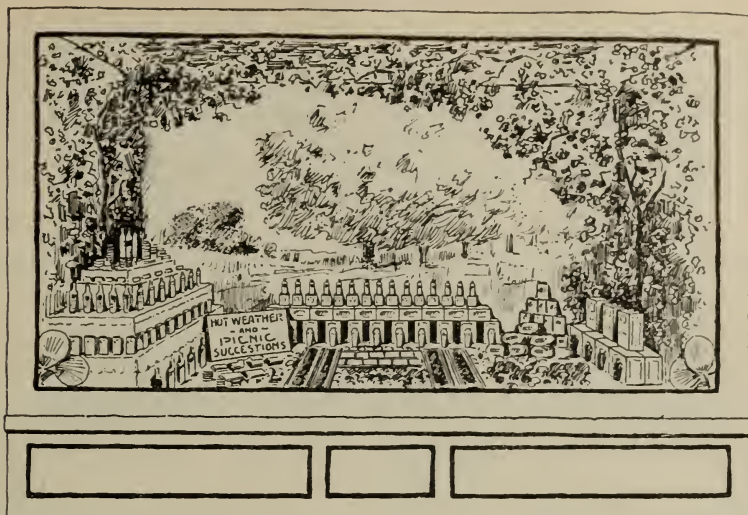
The subject, as is apparent, is that of the athletic cow of whom we all heard, as children, and her wonderful jumping propensities. This marvelous feat is performed not once but several times every minute through mechanical ability of the trimmer, aided by a water motor or the spring motor referred to previously.

The diagram in the upper right-hand corner of the design gives an idea of how the feat is accomplished. The moon is similar to the hub of a wheel except that it does not revolve. To a wheel connected with the motor is attached a rod to which, in turn, has been fastened a heavy pasteboard cut-out of a cow. A few ink lines as shown in the sketch add a "realness" to the animal.

The display of cartons in the window is so arranged that only the upper half of the revolution is visible from the front of the

(Continued on page 143)

A "Close to Nature" Picnic Goods Setting



Here is a "close to nature" window trimming suggestion.

With the warm weather the call of the wild will cause many a flight into the country and the picnic season has already begun in some sections of the country. The plan of arrangement is to suggest the season of the year, spring, with the demand in eatables that will come with the ensuing hot weather and its picnics and excursions.

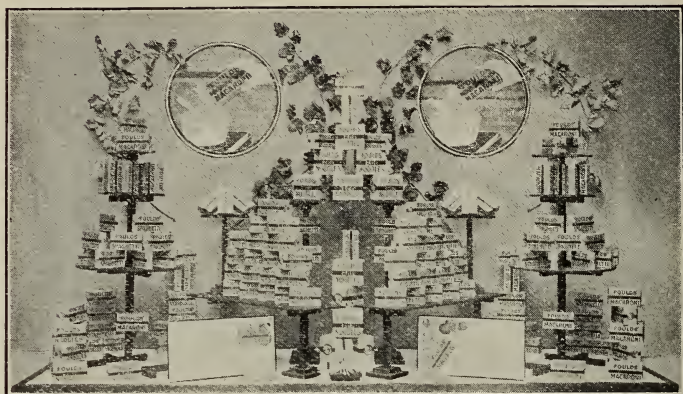
The cut shows a landscape at the back of

the window, which may be used where a high backed window is installed and the picture produced by using some picture of similar nature. If no such picture is available a rough sketch on sized muslin by the sign painter, even though it is not highly artistic, will answer the purpose if the other details are worked out in connection. The sketch so made can be used many times, as with a change of the surroundings it can often be brought in to good advantage.



The Use of Window Fixtures

By Oscar Onken



COPYRIGHT, 1911

THE OSCAR ONKEN CO.
CINCINNATI, OHIO, U. S. A.

PATENTED, 1911

The truth of that old saying, "Goods well displayed are half sold," has been proven in thousands of stores. To sell goods you must display them and display them attractively. You will get a better class of trade and better prices. It costs but a trifle more to fit up your store neatly and the difference in profits will warrant the extra expenditure. It is only human nature to desire those goods that look well in the store. From the child who sees the candy to the woman who buys all the household goods, the same instinct runs through all.

A lot of goods thrown into a window in a slipshod fashion will not attract the same attention as would the same lot neatly arranged on fixtures. A good display promotes business. There are many merchants who advertise continually and talk "quality" yet put their money into cheap window fixtures, thereby contradicting their "quality" talk.

Your store window is nothing more, and nothing less, than a dumb but successful salesman. You need no argument to convince you of that, you know it. The question is, do you fully realize that the manner in which it is trimmed reflects you, reflects your taste, reflects your policy, your judgment in display, that it is your particular means of advertising, and a large source of income?

If you fully understand all these points, you have the right idea of your show window value. Put snap in it, put the "get there" spirit in your displays, and don't forget that your display fixtures must rank as high as the market affords.

The window should be given even more attention than the inside of the store. It is the part that most people see, and if the display in it is not a neat one, it is almost certain that the inside of the store will correspond. One only has to look at the win-

dows of the stores on the main streets in the cities and larger towns, to see the attention merchants devote to them. The reason rents are so high on principal streets is that the displays in the windows are seen by many more people than those in the stores on the back thoroughfares. Merchants are realizing this and use the windows for all that is in them, making the displays as attractive as possible. This can only be accomplished by the use of good fixtures.

There are many merchants who believe that a good window display is better advertising than newspaper space. This, however, is a matter of opinion. Not so very many years ago, a merchant would "throw" a few articles into a show window and let it go at that. To-day, however, windows are being made just as attractive as they can possibly be.

A great many merchants have attained a marked degree of proficiency in the art of window-dressing, through persistent effort and study of what constitutes a well dressed window. There are, however, a vast number of merchants who, if provided with a volume containing illustrations and descriptions of up-to-date window displays, could design and install window displays which would multiply their sales.

It is just as necessary to change your window display as it is to change your advertisement in the daily or weekly newspaper. Change is the order of the day. Onken Younits permit ceaseless changes; overcome sameness and make new and original designs easy to execute. Onken Interchangeable Wood Window Fixture Younits manufactured and sold by the Oscar Onken Company of Cincinnati, Ohio, enable the merchant to make his window displays as attractive as any in the town. They are so simple to put together that a clerk can put a window trim together in

from 15 to 30 minutes, without the aid of a tool. You have practically a window trimmer without expending the salary of one each week. The book of photographs which is sent with the fixtures shows an abundance of trims, so up to the mark, so well thought

out, that one sees at a glance how quickly goods can be sold when properly displayed. Hundreds of trims can be made with this one set of units and any clerk can set them up. Your windows are the best advertising medium you can have. Goods carefully and properly advertised sell themselves.

Another Novelty Feature and How to Make It Work

(Continued from page 140)

window. If a cat and dog of the proper appearance cannot be secured in the toy department, cut-outs are easily made which serve the purpose very nicely. The dish and the spoon are also represented by cut-outs, or by using the originals, pen and ink lines furnishing the facial appearance.

It will be noted that the display is ele-

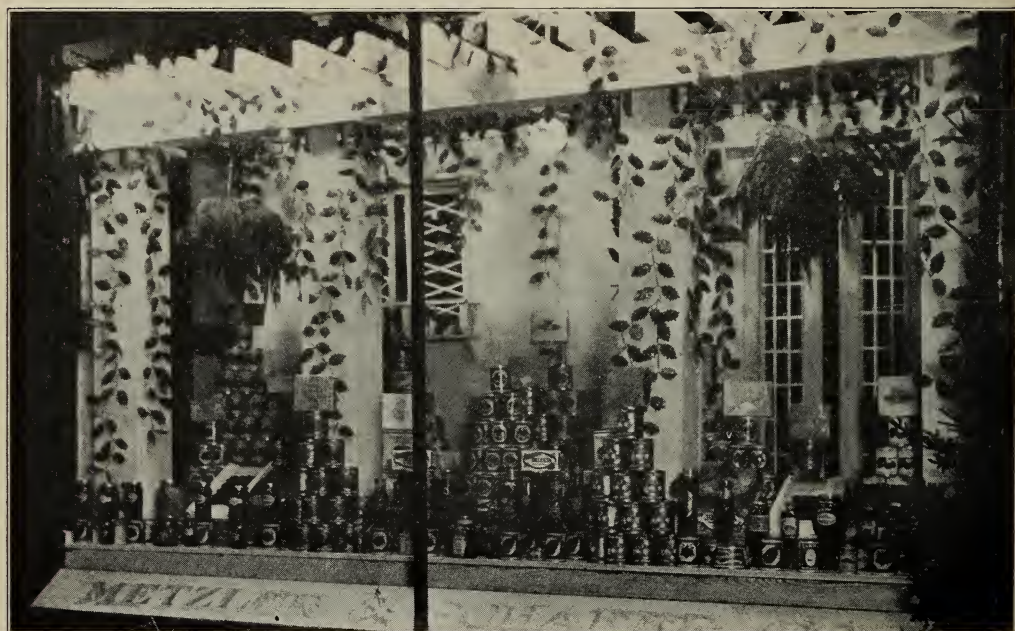
vated from the floor of the window. This permits of the cow revolving without the necessity of cutting a hole in the floor. Of course if the window is not too deep its elevation above the main floor solves this problem and the circle described by the cow in its revolutions is accomplished immediately back of the window floor.

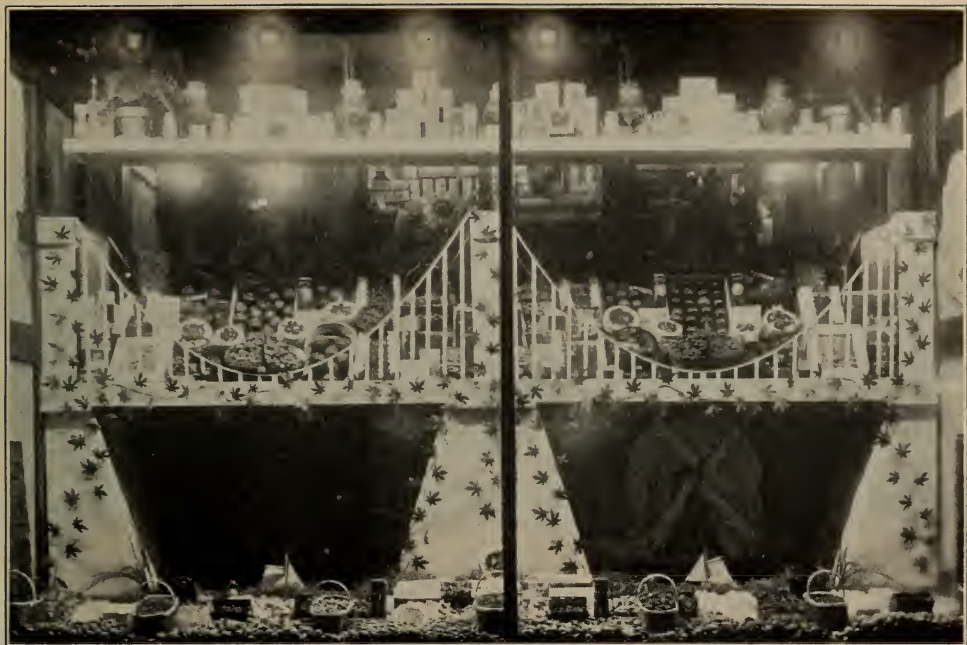


PART THREE

On the following pages appear reproduced photographs of a number of distinctive grocery window displays. Among them are several prize winners. In each case the effort expended in preparation of these strong store advertisements was productive of results, according to statements by the merchants whose stores they graced.

















Washington CRISPS

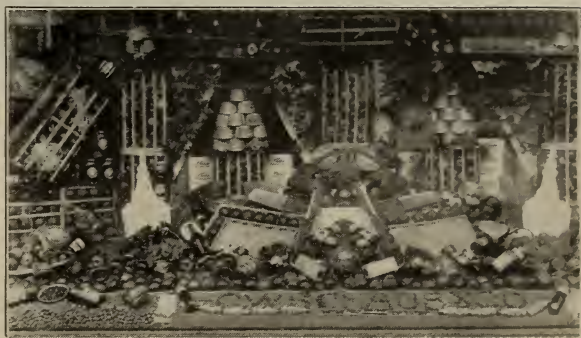
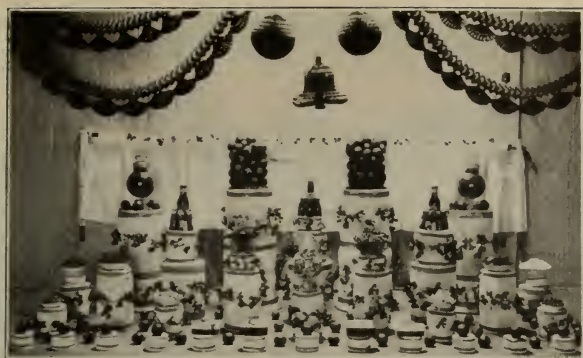
THE BIG PACKAGE
BEST QUALITY 10¢

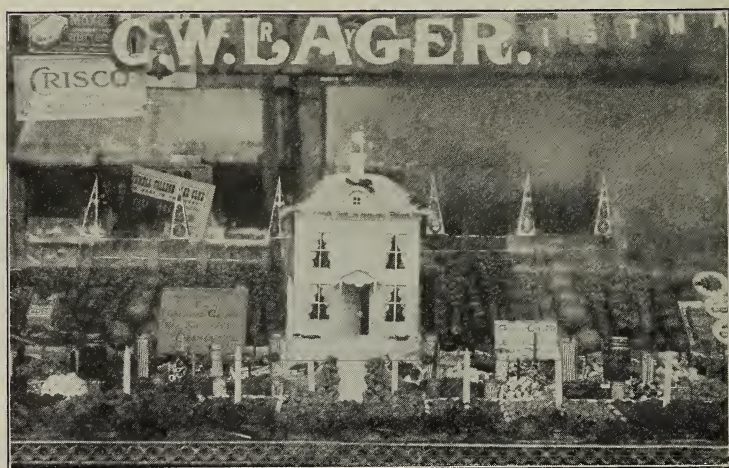
Washington CRISPS
THE BEST IN FLAKES

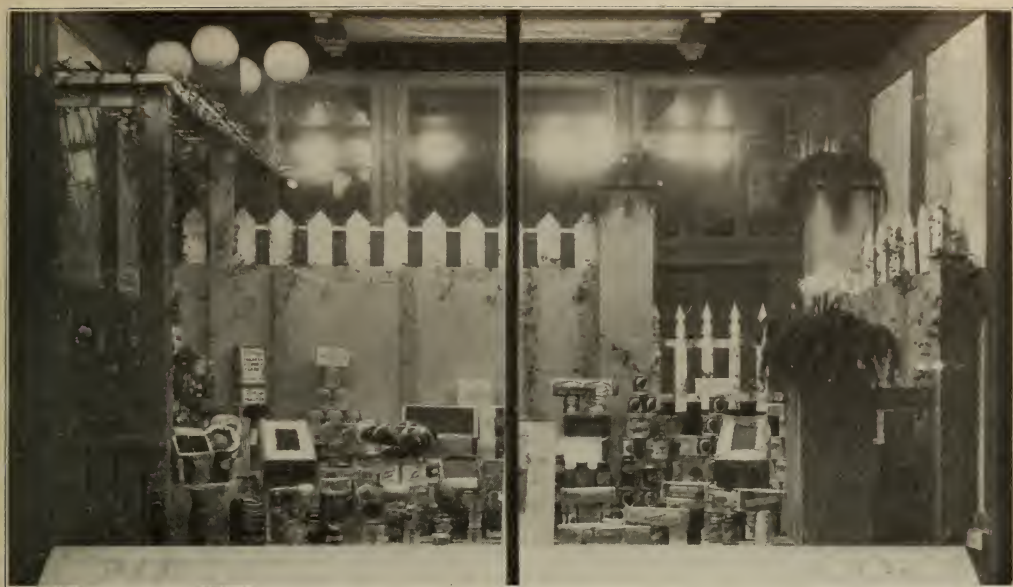
Washington CRISPS
THE BIG PACKAGE
BEST QUALITY 10¢

ROCERY CO.

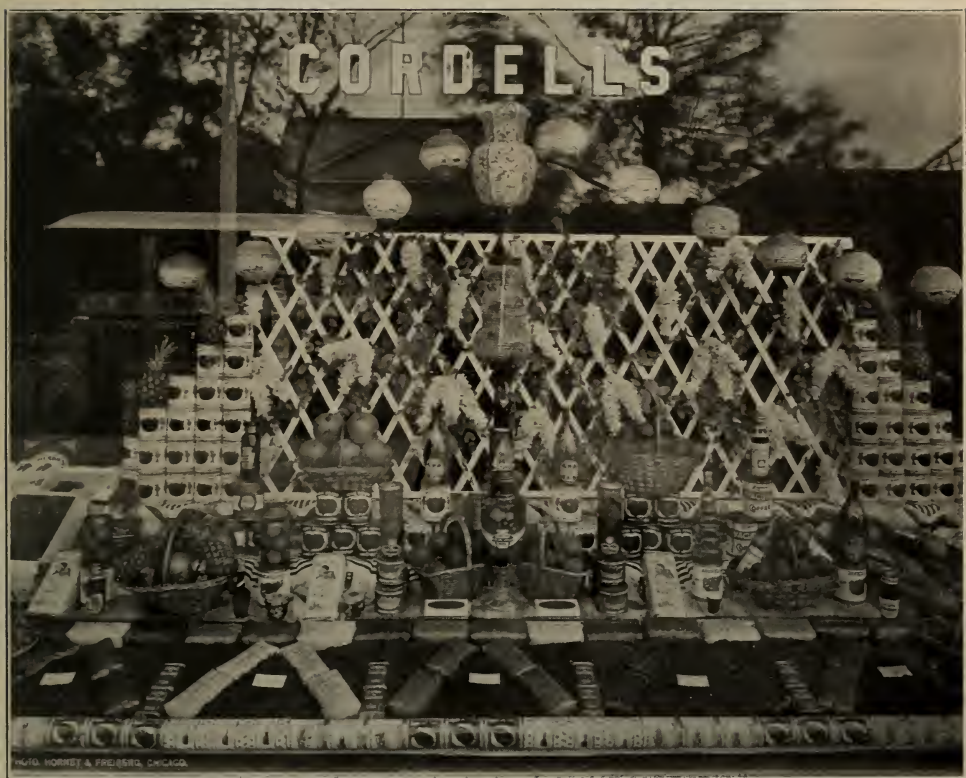


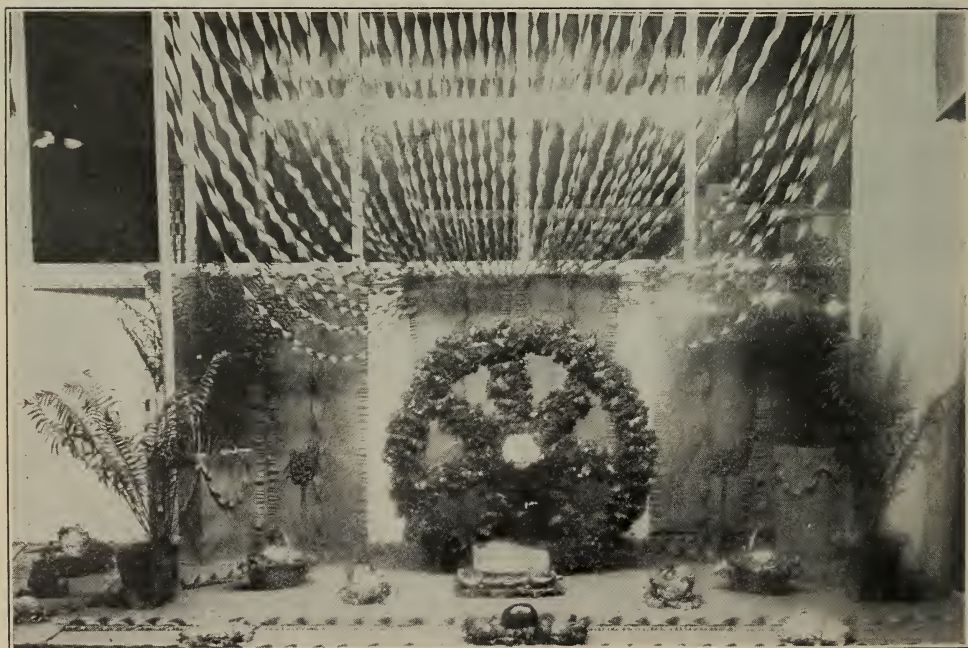
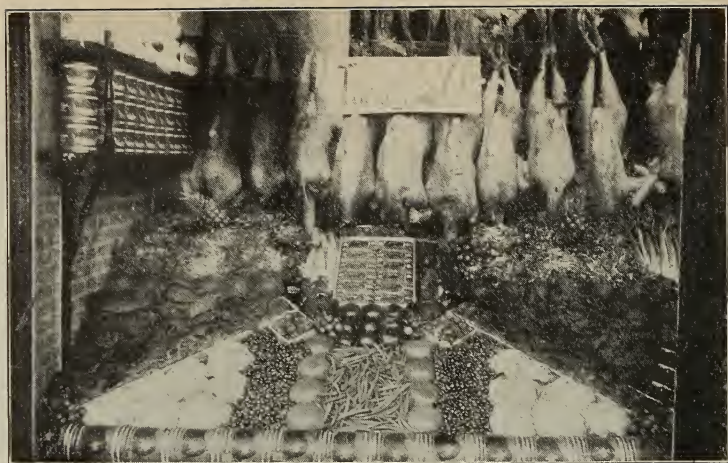















They're Your Crowds

Crowds of grape juice buyers are going by your doors. They're **your** customers, if you want them. In their minds they are carrying buying suggestions—national advertising is swaying them, and if you will just announce your good merchantship with well-known brand displays they will flock to leave their trade with you.

You are stocking your windows and shelves with good things. Give Welch's its proper place in your displays—for Welch's is a quality product that's a *quantity* seller which yields a good and easy profit to the dealer. Its rich purple color and attractive package tempt—a glimpse completes a sale.

The window display material which Welch furnishes merchants who push Welch's is expensively lithographed, handsomely drawn and beautifully colored. Its display is a sure trade stimulant for it connects *your* appeal with *our* national advertising—hits folks when they are thinking of Welch's and brings them into your store, your customers.

Send for new display material, booklets, lantern slides, newspaper electros, signs and ask to be put on the mailing list of Welch's Magazine if not already on. It contains many window trimming suggestions.

*A Welch trim wins trade—
Just try it and see!*

The Welch Grape Juice Company

Westfield, New York



BUILD YOUR WINDOW DISPLAYS WITH
THE FOOD PRODUCTS

packed under the

Richelieu
Ferndell or
Batavia

labels and the trade attracted by that advertisement will never cease to thank you for suggesting this most comprehensive line of highest quality foods. No more lasting benefits are to be secured in the retailing of foods than by means of a store policy founded on quality. Quality in your windows is attainable in so great measure in the display of no other line as with these highest quality foods. A quality trade in the store can be attracted and retained in no more permanent manner than with a sales policy which includes

The display in your windows of the brands

Richelieu, Ferndell or Batavia
Food Products

supported by an aggressive sales policy in the store which emphasizes the intrinsic merit of these highest quality foods.

Make Yours the Richelieu

Over fifty years of experience concentrate on the making of these brands, that they may be successful in your store. They long have been the most extensive lines of food products packed under one label.

Absolutely nothing is overlooked in the selection of ingredients and materials, in sanitary preparation and packing, in testing and inspection, to make RICHELIEU, FERNDOLL and BATAVIA food products superior in every way. In every particular they comply with all pure food laws. This constant care in production is reflected in the "repeat" power of these goods.

Your customer, delighted with one item of RICHELIEU, FERNDOLL or BATAVIA products, immediately asks for others. At once you will see the distinct advantage of handling so extensive a line, for practically no food or delicacy exists which you cannot secure for your trade, every one of the RICHELIEU, FERNDOLL and BATAVIA standard of excellence.

Here are food products that women will recommend to each other and which you may be sure will always live up to their reputation. The advertising value of this repeat business is an asset for your store. Your window displays should be prepared with this line of highest quality foods. We will be glad to help you.

Sprague Warner & Company

CHICAGO, U. S. A.

Ferndell or Batavia Store

Have You Seen It?

The Shredded Wheat
Window Trim

the most novel and attractive window display ever devised—a miniature reproduction of

“The Home
of
Shredded Wheat”

at Niagara Falls, N. Y.

the finest, cleanest, most hygienic food factory in the world, with a marvellously beautiful view of Niagara Falls.

The “last word” in window trim

Make Your Windows Pay Dividends



The Calumet window trim.

Designed by Henry Hutt.

Lithographed in seven colors.

Put up in a moment.

Does not obstruct the view or hide the display in the window.

Can be taken down easily and used time and again.

The most attractive display ever designed for window dressing and furnished gratis with pennants, hangers, etc., upon request.

Special co-operative advertising for progressive merchants.

Write the

Calumet Baking Powder Co.

4100-4124 Fillmore Street

Chicago, Ill.

See Page 154 for illustration of the Calumet Trim

5-10-25 Cent Goods

Your window is the very best advertising medium you own but it never will be at its best until variety goods are in it. 5, 10 and 25 cent goods put punch into window trims.

So powerful is their appeal that more than twenty-five thousand stores chose them as a window display for opening days. Window displays of 5, 10 and 25 cent goods have gingered up many a discouraged grocer and put his business on the right side of the ledger.

BUTLER BROTHERS

Make Windows Pull

In many a town window displays of 5, 10 and 25 cent goods have caused real bargain riots.

Just the other day a grocer, known to every man reading this article, tried 5, 10 and 25 cent goods in his windows and made his store the talk of the town.

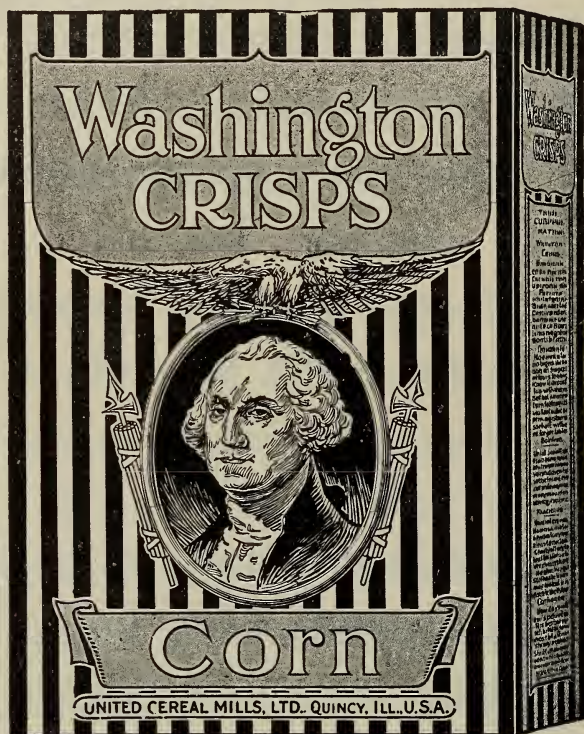
If you don't know how to go about making these goods work for you, we will tell you.

Exclusive Wholesalers of General Merchandise
NEW YORK CHICAGO ST. LOUIS
 MINNEAPOLIS DALLAS

Write for complete information about the goods that make show windows pull

The big red and white package of Washington Crisps

The biggest package of the best
TOASTED CORN FLAKES
is especially adapted to Window Trimming



We will send you upon request, all charges pre-
paid, material for one of our attractive window
trims.

United Cereal Mills, Ltd.
Chicago

Of Course

you will make your show windows attractive. They are your cordial invitation to the onlooker to enter and buy.

But, as you value your trade, do not fail to show the incoming customer a store interior which for cleanliness and protection of bulk goods and neatness and orderliness of display fulfills every expectation or promise held out by the handsome window.

Your beautiful windows are your
QUEEN-ANNE front



Your old-style counters—disorder and dirt—are
your MARY-ANN back



Quick and free information about a "Queen Anne" equipment of counters
—insuring clean goods—if you ask for Catalog M.

SHERER, the Counter Man

SHERER-GILLET CO.
Clark and 17th Sts., Chicago

Make a Canned Goods Window Display

with these brands of

PEAS *and* CORN

and you will attract and hold a profitable
and desirable trade.

MENU

HIGH LIFE

OLD ABE

JOCKEY CLUB

BLUE JAY

RUN-O-POD

WAUKESHA GREEN

Quality Always Dependable

Ask your Jobber's salesman for them. If he cannot supply them, we will tell you where you can get our brands.

Inderrieden Canning Co.

Main Office, 336 River St., Chicago

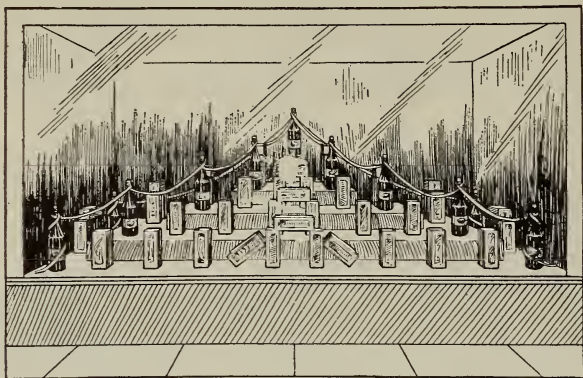
PACKING PLANTS

Rice Lake, Wis.

Barron, Wis.

Hampshire, Ill.





Use Clicquot Club Beverages for decorating this window. The plan for arrangement is explained on page 64.

Clicquot Club Ginger Ale
 Clicquot Club Root Beer
 Clicquot Club Birch Beer
 Clicquot Club Sarsaparilla
 Clicquot Club Orange Phosphate
 Clicquot Club Lemon Sour

Clicquot Club Beverages are absolutely pure; the ingredients are the finest money can buy. The flavors are the best that can be produced by the foremost beverage experts—under the most favorable conditions known.

The flavor and quality of Clicquot Club Beverages, together with the distinctive bottle in which they are packed, put the products in a class by themselves.

It will be to your advantage to recommend and sell Clicquot to your customers because they have been partly sold by an extensive advertising campaign, thus requiring minimum effort of your organization; they are sure to please your customers and result in repeat business, and you will make an extraordinary profit on the sale, which is the vital feature to be taken into consideration by all merchants.



Clicquot Club Company

MILLIS, MASS.

United Brokerage Co., Chicago, Ill., Sales Representatives

AT YOUR SERVICE

IN response to an increasing number of requests from dealers who handle groceries, for advice, counsel and service in connection with progressive means of promoting their business, the Kellogg Toasted Corn Flake Company has placed a Dealers' Service department at the disposal of those who desire to make use of it.

Advice on general subjects is given as freely as Kellogg displays, advertising designs, etc., etc.

Displays are furnished with approved directions for putting them up, and designs that will positively increase the value of space ordinarily taken by the dealer in his home newspaper, are sent in the form of cuts, ready-to-use for the printer. Each design is calculated to give the dealer all necessary space for his own offerings.

The dealer receives proofs on request and can choose according to his own judgment such designs as he wants.

Lantern slides for advertising in the "Movies," designs for his letterheads, envelope cards, etc., and many other services are given.

The service is given only on request, and there is no charge.



SERVICE DEPARTMENT
KELLOGG TOASTED
CORN FLAKE CO.

BATTLE CREEK, MICH.



You Can Make No Better
Display of Raisins and
Dried Fruits Than a
Window Trimmed With

BLUE—Ribbon—RED RAISINS

Sold to you on a strictly competitive basis with other brands less favorably known. **Blue and Red Ribbon Raisins**—all varieties—are packed by the pioneers in the raisin business. You can guarantee your trade the highest quality.

A display in your window of these brands will attract customers—the uniform high quality will hold them—and you can get a good profit.

Order from your jobber. We can tell you where to get Ribbon Brand Raisins if your jobber can't supply you.

FRANK U. GRAY & CO.

Eastern Representatives

336 W. Madison St.

CHICAGO

FRESNO HOME PACKING CO.

The Pioneer Raisin Packers

FRESNO, CAL.



Make Your Show Windows Pay Your Rent.

*Many Sales are made
from the Sidewalk.*

This particular set of Interchangeable Window Fixtures will make the finest of Window Trims—will display your merchandise to a "Selling Point," will give you snappy trims which will attract local and transient trade. This set affords quick and frequent changes.

Read further about this wonderful

Grocers' Set.

Hundreds of Trims. With this set of over 500 original trade pulling window trims can be made and at no time making any two alike, besides hundreds of standard and odd window fixtures can also be made.

Can't Wear Out. ONKEN YOUNITS are now made so they cannot show any wear. The *NEW* construction the "Sunken Steel Socket" takes the place of the old construction. There are now *NO* Screws Screwing Into Wood. They will now last for many years. The construction is sturdy and high grade throughout. Simplicity in detail is the principle.

A Book of Window Trims Included. A large, beautiful book of many captivating trims made with this set will be sent *FREE* with this set. This book is a help to any window trimmer.

Made of Oak. The entire set is made of thoroughly Kiln Dried Oak, the metal parts of cold rolled steel, each YOUNIT is accurately machined to fit right and made interchangeable.

Our Guarantee. We guarantee to replace this set *FREE* of *CHARGE* any time within one year if it proves defective in any way through construction or parts not fitting satisfactory.

Our Standard Finishes. We will ship this set in either Weathered, Golden or Antique Oak, all in a soft, mellow wax (non-scratchable) finish.

Stock is carried in Cincinnati, New York and San Francisco. Atlantic coast trade supplied from New York. Pacific coast from San Francisco.

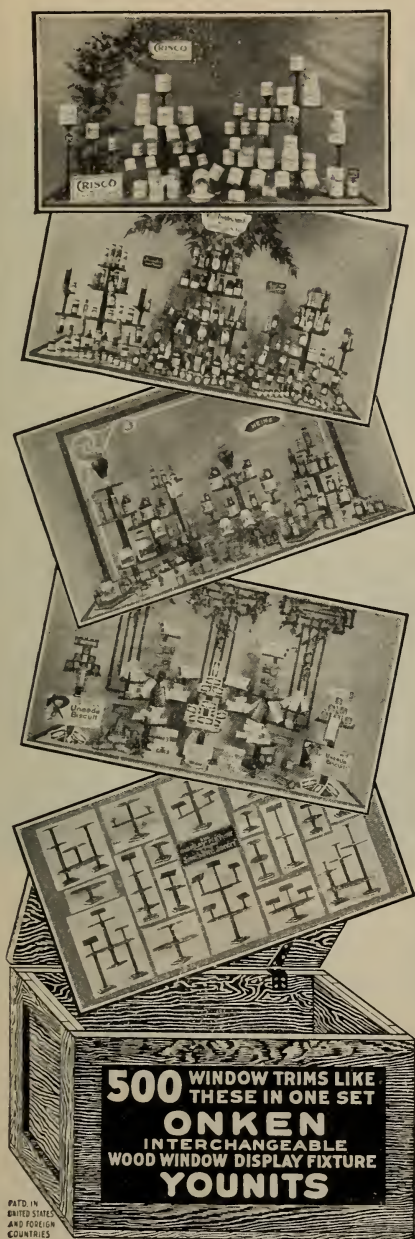
Price for the Full Set \$27.50
No. 20 *NET*

F. O. B. Cincinnati, New York and San Francisco
Order thru your **JOBBER** or **DIRECT**

THE OSCAR ONKEN CO.

511 W. 4th St., Cincinnati, O., U. S. A.

Quick Shipments. Address All Correspondence to Cincinnati.
Send for Yount Catalog. Stock is also carried in
Canada, England and Australia.



The Storage Chest. The 89 YOUNITS that make up this set are put up in A **HARDWOOD, HINGED LID STORAGE CHEST** (oiled finish). A good place to keep any part of the set that is not being used.

The BEST SALESMAN you have is your SHOW WINDOW

If your window is attractively decorated, customers will come in as a matter of course and then it is an easy matter to effect a sale.

ART FLOWERS

will assist you to make an attractive window at any and all seasons.



My illustrated catalogues are published each season and will show you an immense variety of Palms, Bouquets, Plants, Fruits, Vines, Sprays in any imaginable form—too numerous to mention here.

Write for it—No. 197—and get information about the best, latest and neatest for your purpose.

Ward Building
4th Floor

Carl Netschert

12 North Michigan Ave., Chicago
Opposite Grant Park

DOES YOUR STORE COMPARE WITH THIS?



(MORRIS GROCERY CO., DALLAS, TEXAS)

In sanitary features—convenient and economical arrangement—display facilities—orderliness?

Walker Bins have been the grocers' standard money-making equipment for 20 years.

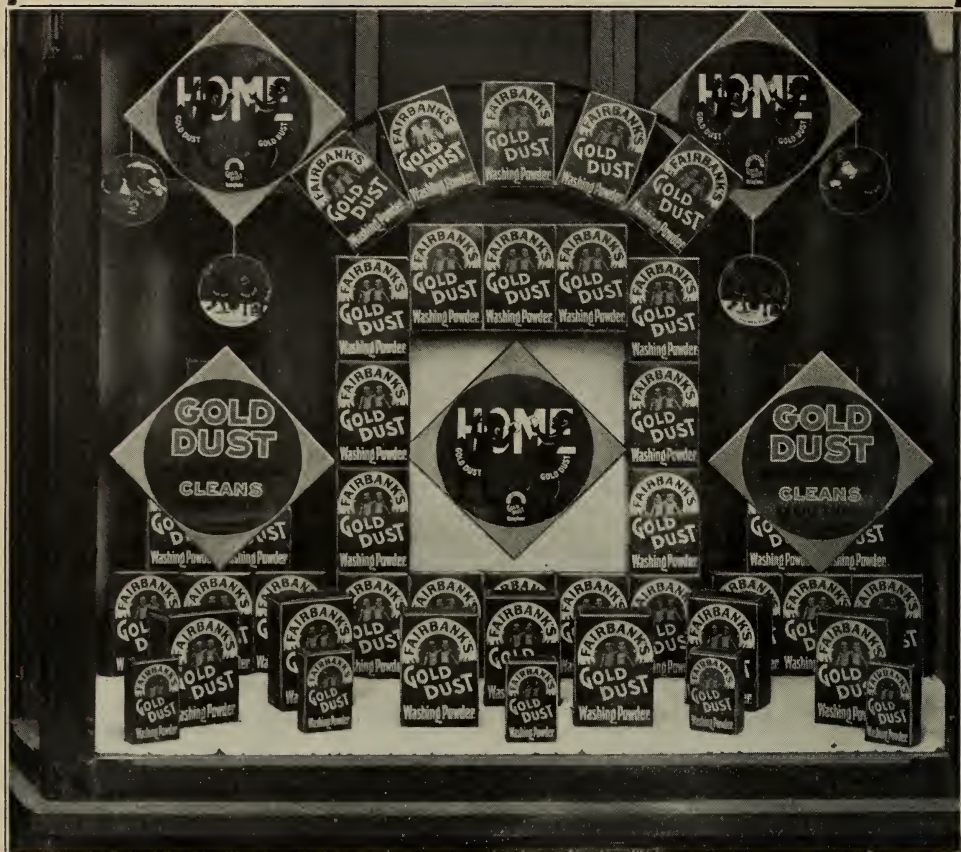
7000 satisfied users in the U. S. testify to their value.

Write for free illustrated catalog and suggestions for improving your store interior.

Designers and Manufacturers
Modern Grocery Fixtures

WALKER BIN CO.
PENN YAN, N. Y.

Put **GOLD DUST** in Your Window



We have helped Thousands of Merchants to get the best out of their window space by giving them real assistance in putting in effective displays.

When you want to trim a corking good Soap, Soap Powder or Cleanup Window let us send you some suggestions and materials for such a display.

"Let the Gold Dust Twins do your work."

THE N. K. FAIRBANK COMPANY

CHICAGO



Use this arrangement for the Display of **Ammo** in your window. It will get business for you.

Ammo
TRADE MARK

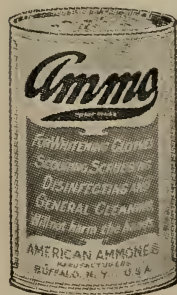
is Modern Ammonia in Powdered Form

Ammo is the most desirable form of Ammonia for the merchant to handle, because there can be no breaking of bottles, spilling, freezing or other loss.

Ammo will do the work of three bottles of the best 10c liquid Ammonia, but your customers will use more **Ammo** in proportion, because many things can be conveniently done with powdered Ammonia that are inconvenient to do with the Liquid.

Read the directions for use yourself and tell your customers about it.

Display and push **Ammo**—it pays a profit that will warrant any effort you put behind it.



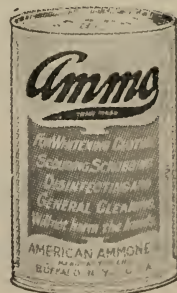
American Ammonia Co.

Buffalo, N. Y.

United Brokerage Co.

Chicago, Ill.

Sales Representatives





PHOTOGRAPH FURNISHED BY NATIONAL CASH REGISTER CO., DAYTON, O.

JAP ROSE SOAP WINDOW DISPLAY

This window shows some of our advertising matter and empty cartons, used to make an attractive soap window.

Do not make the mistake of overcrowding your window; make it bright, clean and attractive.

A Jap Rose window display will be given any dealer on application to our representative, or by addressing the Advertising Department.

JAMES S. KIRK & CO.

106 E. Austin Ave.

Chicago, U. S. A.



20 Mule Team Borax

can be attractively advertised through window displays. Material for window dressing on "20 Mule Team" Borax and Borax products will be sent to retailers on application. Every person that passes your store is a prospective Borax user, because Borax can be used with benefit by everyone, regardless of age or occupation. It will pay you to display it.

The Pacific Coast Borax Co.

1550 McCormick Building, Chicago

K C

Baking Powder

Pure Goods

Sold at an honest price to consumer
with full profit to grocers.



Decorated windows advertising K C Baking Powder in Chicago, Ill.

Guaranteed to give perfect satisfaction in every respect.

Retail price refunded on any can returned.

The "Pure Food" baking powder.

Jaques Mfg. Co.

Chicago

K C Baking Powder

contains no
albumen (white of egg) or any
adulteration—*therefore* it complies with *all pure
food laws*, both state and national.



Window display of K C Baking Powder in Kansas City, Mo.

Sold and pushed by grocers throughout the United States who appreciate fair dealing by the manufacturers and who like to give their customers full value for their money.

Jaques Mfg. Co.

Chicago

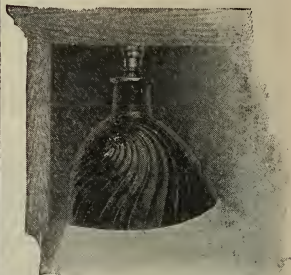
The Right Way to Light a Store Window



1. Hide the lamps from people on the sidewalk or within the store.
2. Throw all the light on the goods. Don't waste any on ceiling or sidewalk.
3. Use the most powerful reflectors made which give brightest windows at the least cost for electricity.

X-Ray Reflectors are specially designed for window lighting

They are opaque and hide the glaring lamps.



They are scientifically designed to control and direct the light like an automobile headlight or a searchlight. They are made of one piece of corrugated glass, plated with pure silver. This plating is protected by an elastic enamel which prevents cracking, peeling or blistering. They are the most powerful reflectors made and their brilliancy is everlasting.

**NATIONAL X-RAY REFLECTOR CO. CHICAGO, 235 West Jackson Boulevard
NEW YORK, 14 West 33rd Street**

Mr. Grocer

Why not carry a cleanser that sells on its merits at a popular price and at a profit to you?



This is the only 5c cleanser guaranteed to equal others sold at twice the price.

*Your jobber has it
Order today.*

FITZPATRICK BROS.

1319 W. 32nd Place
CHICAGO

Increase Your Business

by properly utilizing your display windows.

Get the full advertising value of these windows by trimming them with attractive displays of popular products on which you realize generous profits.

Karo Argo Kingsford's

window displays can be quickly and artistically arranged with the complete sets of attractive display material which we will send FREE for the asking.

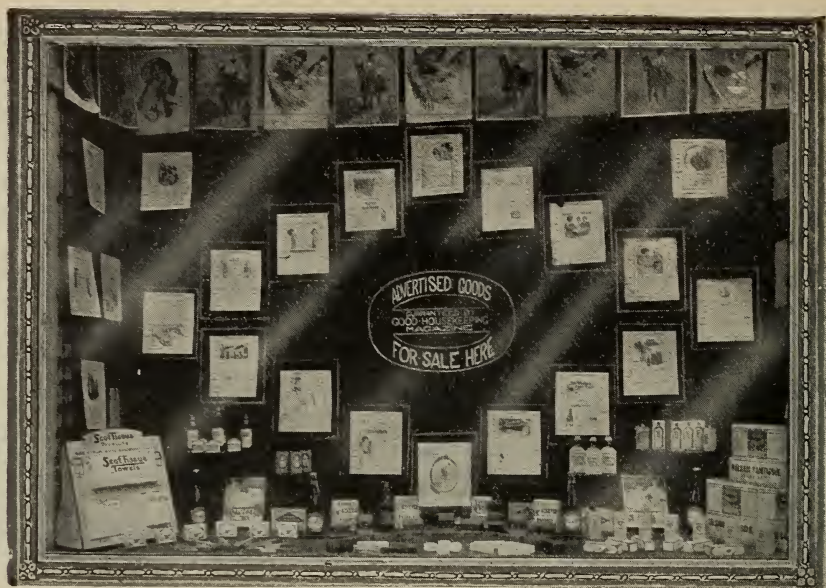
Send us a post card telling which kind of a display you want and it will be forwarded to you promptly. All charges prepaid.

Corn Products Refining Co.

17 Battery Place

Dept. WD.

New York



Window Trimming That Hooks Up With Magazine Advertising

We furnish stores, free of charge, with full-sized reprints of advertising pages from Good Housekeeping Magazine. These are put in the window in the manner shown above. Every magazine reader who passes the store sees at a glance that the store carries certain articles he has seen advertised in the magazines.

It is very important to *tell* the public that you carry advertised articles, because people do not like to be obliged to *ask* and perhaps be rebuffed or offered something else. This kind of window display is simple, easy to put up, costs not a cent, and has produced sales for thousands of merchants.

This service is given to the Good Housekeeping Stores, of which there are now 5,000. There is no charge and the dealer binds himself to nothing—not even to call himself a Good Housekeeping Store unless he likes (most of them do, though). Any store, in any retail line, may become a Good Housekeeping Store if it carries nationally advertised goods, is progressive, and in good commercial standing.

Other advantages given are cuts, posters, moving picture slides, post card announcements, the 96 page quarterly review of trade papers, "Good Store-keeping"—all free. In addition, we advertise constantly to about two million people a month, recommending them to patronize the Good Housekeeping Stores. Write for details to

DEALERS' SERVICE DEPARTMENT
GOOD HOUSEKEEPING MAGAZINE
115-P West 40th Street New York

LIBRARY OF CONGRESS



0 021 048 274 A